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PUBLISHED FOR THE BAKERS OF AMERICA



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The American Baker

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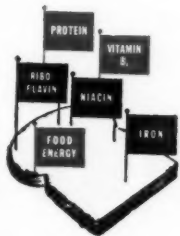
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BILL STERN TELLS ANOTHER SPORTS STORY

He forgot to lose!



● In 1912, Ted Meredith was just a 17-year-old schoolboy when the American Olympic team sailed for Stockholm for the Olympic Games. Yet already, Ted Meredith was such a promising runner that he was taken along to Stockholm just to watch and learn how "the big shots" make Olympic history. And the most glamorous American track star of them all was the incomparable Mel Sheppard, a double winner in the previous Olympic Games.

Came the 800-meter run, and the prohibitive favorite was Mel Sheppard. His most dangerous rival was Braun, sprint champion of Germany. So, they tossed in a stooge—fleet-footed 17-year-old Ted Meredith, with orders to set at the start such a fierce pace that it would kill off all dangerous challengers to Mel Sheppard's expected victory.

Off went the starting gun, and off went the 17-year-old schoolboy, but Ted Meredith forgot to play his accepted part of the stooge. For he set such a killing pace that he even killed off the invincible Olympic champion, Mel Sheppard—and the amazing Ted Meredith not only won that 800-meter race, but he set a world's record!

And that was how Ted Meredith sprang from obscurity to an Olympic championship in the humble role of a stooge.

Absent-minded Ted Meredith displayed a type of forgetfulness that comes in mighty handy . . . even in our own business. For instance, Commander-Larabee has often forgotten about potential losses and costs when it comes to making an improvement that meant better service to the baker. Some tremendous advances in the packing, milling and blending of fine flours have come as a result of this constant program of progress. Try a Commander-Larabee Flour in your own shop. You'll see this research and milling "know-how" pay off for you in uniform fine-textured loaves, day after day, with no costly variations in fermentation and mixing time. Check with your Commander-Larabee representative before placing your next flour order . . . you'll be glad you did.



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GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

The Trade Association in Washington

NO better example of the need for strong representation for the baking industry in Washington can be found than in the events of the past few weeks. The Congress has been debating and finally passing the Defense Production Act of 1950, granting extensive emergency control powers to the President which, if used, will affect all industry and individuals.

The Washington representatives of the American Bakers Assn. and the Associated Retail Bakers of America were active during the congressional debate on the bill in an effort to have written into the legislation a provision that price and wage control, if any, must be put into effect at the same time across-the-board on both prices and wages. Although this amendment was deleted by the conference committee which went over the legislation, it was only after a bitter battle. The efforts of the trade associations did result

in a modification of the original powers to be granted the President with respect to the selective imposition of ceiling prices and in an agreement to terminate the powers over wage-price ceilings and labor disputes on June 30, 1951.

The act, as passed, provides that when a price ceiling has been placed upon a particular material or service, wages and salaries in the industry or business producing the material or performing the service must be "stabilized." The language of the act is far from specific and it is too early to determine precisely what policy is going to be followed.

But the baking industry can thank its national trade associations for directing the fight to prevent the glaring inequities of the last war in the matter of price control. It is a good example of the need for strong associations, especially in times of national emergency.

The Complexity of Bread

WAY back in the good old days, for which a great many sentimental souls weep, white bread consisted of wheat flour, water, yeast and salt—and sometimes only the first three. Today, if we have counted correctly, the number of ingredients tentatively permitted in the so-called white wheat loaf is not less than 86 and might be well over 100 because certain items are in groups of undetermined number.

Our text is the voluminous finding of fact and proposed definitions and standards of identity for bakery products issued by the Food and Drug Administration upon the basis of hearings conducted by the Federal Security Agency in 1941, 1943 and 1948-49.

It seems entirely probable that most consumers of bread are under the impression that the staff of life is a thing capable of being defined easily, quickly and in a few simple words, but the fact is that the Food and Drug Administration has taken two or three thousand words, many of them

very long and difficult, and has been able to bring forth its mighty description only after a decade of deliberation, 149 days of complicated and confusing testimony which is embodied in 17,130 pages of record with which is filed more than 400 exhibits covering many thousands of additional pages.

In spite of the wide ingredient latitude of this standard there are disappointments, of course, among some of those who would have made the entrance qualifications even broader. Thirty-four proposed ingredients were turned down.

Perhaps it is idle to comment in this way upon a pure food device that in principle is right and in practice is much needed. The Food and Drug Administration has been confronted with a formidable task. Bread, in truth, cannot be simplified as so many people think or thoughtlessly say. It is vastly complex in itself and in its making. But we cannot help feeling as we read the text of the findings and proposed definitions that, though bread may now be a more understandable and specific thing to a baker, it must seem far more complex and confusing to the average customer.

• • •

Farewell to a Friend

ROBERT BEATTY has left among his associates on the staff of this publication a lasting impression of friendliness and thoughtful consideration for others. His death, therefore, is the farewell of a good friend, who will be remembered as such not only by those whose lives he touched closely but also by those innumerable persons in the wide orbit of his career as a business journalist who knew even the casual charm of his very real personal interest in people.

It was his habit to remember those whom others had forgotten. He visited the sick and the unfortunate. He supported burdens of adversity that were not his own, and he was loyal to those whom he befriended long after some of them had ceased to be deserving.

It is not to be wondered at, therefore, that all the world in which he moved was his friend, and that one of his richest contributions to the business in which he spent his life and talent was the reflected friendship he brought back with him from his accustomed rounds to share with his associates.

As one of the staff members remarked upon hearing of Bob's death: "Bless his sentimental soul and merry disposition."



ABA CONVENTION: Dr. Conrad A. Elvehjem, chairman of the department of biochemistry at the college of agriculture of the University of Wisconsin, will be one of the principal speakers at the annual bakers meeting and convention of the American Bakers Assn. at the Sherman Hotel in Chicago, Oct. 13-18. High point of the convention will be the dedication of the new American Institute of Baking building Oct. 15.

Details on page 10

JOHN T. MCCARTHY HEADS ABA: John T. McCarthy, Jersey Bread Co., Toledo, Ohio, president of the American Bakers Assn., has been authorized to assume the duties of chairman of the ABA, a post left vacant by the recent death of M. Lee Marshall. Tom Smith has been named to the newly-designated office of executive vice president.

Details on page 10

CONTROL LEGISLATION: The Defense Production Act of 1950, passed by Congress Sept. 1, contains wider powers than originally asked for as it grants discretionary use of price, wage and ration controls to the President.

Details on page 11

CONTINENTAL CHAIRMAN: Raymond K. Stritzinger, president of the Continental Baking Co. since 1942, has been elected chairman of the board of the company. At the same special meeting of the board of directors in August, Ellis Baum, vice president and director of the Continental cake division, was elected a director to fill the unexpired term of M. Lee Marshall.

Details on page 12

PROPOSED BREAD STANDARDS: The Food and Drug Administration has published its findings of fact and proposed definitions and standards of identity for various kinds of bread and rolls or buns. The full text of the proposed definitions and standards begins on page 81 of this issue.

Details on page 13

FLOUR MARKET: Attention of buyers is focused on the spring wheat flour market as they seek to obtain supplies at the most favorable levels presented during the harvest period. The price structure remains relatively firm, despite heavier marketings of new wheat, according to George L. Gates, market editor of The American Baker.

Details on page 14

SBA EXPOSITION: Plans for the second biennial Southern Bakers Exposition and Production Conference, sponsored by the Southern Bakers Assn., have been completed. Set for the Atlanta Municipal Auditorium Sept. 17-19, both retail and wholesale sessions are planned. In addition to separate production conferences, a joint meeting is scheduled at which personnel selection and evaluation will be stressed.

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(Further Spotlight Comment on Page 70)

Next Month . . .

● **AUTUMN** and back-to-school days afford an opportunity for the baker to feature a variety of cakes which can be promoted equally well as lunchbox treats and after-school snacks. Nearly all children will appreciate cakes which contain apples, dates, peanut butter and spices, as well as the old standbys. Cake is a favorite with children, and is the greatest producer of sweet goods profits, according to A. J. Vander Voort, technical editor of The American Baker, who will discuss the production of these cakes in next month's formulas feature.

● **PENSIONS** are assuming greater importance every year, with the demand for this type of protection on the increase everywhere. Inevitably such demands will appear in future baker-labor negotiations, and the baker would be well advised to make some study of the whole problem before being engulfed in it, according to George J. Emrich Emrich Baking Co., Minneapolis, contributing editor of The American Baker, who will discuss "Pension Pitfalls" in the next issue.

This Month . . .

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Dr. Conrad A. Elvehjem Will Speak at Convention of ABA in October

CHICAGO—Dr. Conrad A. Elvehjem, chairman of the department of bio-chemistry in the college of agriculture at the University of Wisconsin, will be one of the principal speakers at the annual bakers meeting and convention of the American Bakers Assn. to be held Oct. 13-18 here.

Tying-in with the theme of the convention, Education and Research through OUR Institute." Dr. Elvehjem will speak on the subject of the application of scientific endeavor to the baking industry. Dr. Elvehjem will speak at the morning session sponsored by American Institute of Baking on Wednesday, Oct. 18.

Dr. Elvehjem has been a member of the American Institute of Baking's scientific advisory committee since its inception in 1942. He is also dean of the graduate school of the University of Wisconsin, and a member of the Food and Nutrition Board of the National Research Council.

The recipient of several awards for outstanding work in his field, Dr. Elvehjem has also written numerous scientific papers and articles on the subjects of bio-chemistry, animal nutrition, tissue metabolism, food composition and the distribution of minor inorganic elements in food.

High-point of the convention will

NON-ASSOCIATION AIB MEMBERS TO MEET

CHICAGO—The annual meeting of the non-association members of the American Institute of Baking will be held at 2 p.m. Oct. 16 at the new AIB building, 400 E. Ontario St., Chicago, it has been announced. The meeting will receive reports, will elect minority directors and will vote on proposed changes in the by-laws. L. E. Caster, Kelg-Stevens Baking Co., Rockford, Ill., AIB president, has also notified AIB members that it is proposed to approve a mortgage to American Bakers Foundation for loans made by it to the institute, covering the new property.

be the dedication of the new American Institute of Baking building, Sunday, Oct. 15, at 3 p.m. The ultra-modern, air-conditioned, million-dollar building, designed especially for the baking industry, its laboratories, school, library, consumer service, etc., is being erected at McClurg Court and Erie Street. Open house will precede the ceremonies.

Among the major points of interest to be discussed at the convention will

be the decennial enrichment jubilee which will be observed during 1951.

Branch meetings, where the problems of the individual bakers are covered, will receive major attention. These include wholesale bread, wholesale cake, wholesale pie, house-to-house, multiple-unit-retail, retail and biscuit and cracker branches. The attendance at these branch meetings has continually grown, and this year they will prove of even greater value than ever before, ABA officials predict.

Some branch committees have requested a full day for their meeting.

Top-flight research and educational leaders, as well as such leading baking industry leaders as John T. McCarthy, Jersey Bread Co., Toledo, Ohio, president of the ABA, will speak at the convention.

The achievements of the Bakers of America Program and its plans for the future will be displayed during the convention, and part of an entire session will be sponsored and prepared by the young men in the industry.

"While the general convention topics will center around peacetime operations," Mr. McCarthy declared, "we will be prepared to discuss anything which the emergency may require."

John T. McCarthy Heads ABA; Tom Smith is Executive V. P.

CHICAGO—John T. McCarthy, Jersey Bread Co., Toledo, Ohio, president of the American Bakers Assn., has been authorized to assume the duties of chairman of the board of the association by its executive committee until a new chairman is selected. Mr. McCarthy, who will also retain his duties as president of the association, assumes the post left vacant by the recent death of M. Lee Marshall.

The executive committee also appointed Tom Smith, Chicago, secretary of the association, as its executive vice president, the first time such an office has been designated.

"The creation of this new office will further strengthen the staff organization," Mr. McCarthy declared. "I know Tom Smith is eminently well fitted for the increased duties and responsibilities. I am certain he will render valuable and willing service to our membership."

Mr. McCarthy was elected president of the association on April 23, 1950, to succeed Eugene K. Quigg, who died last March 31. Mr. McCarthy previously served as president from 1943 through 1946. He is president and treasurer of the Jersey Bread Co., Toledo, and president of the Sandusky Baking Co., of Sandusky, Ohio.

The highest award given to civilians—the emblem for Exceptionally Meritorious Civilian Service—was bestowed upon Mr. McCarthy, who was a \$1-a-year-man in Washington, D. C., during the past war. He served on several government committees during that time.

Born in 1890 in Fall River, Mass., Mr. McCarthy joined the baking industry with the Sanitary Bread Co.,

Minneapolis, in 1915. When the company consolidated with the Purity Baking Co., St. Paul, Minn., in 1916, he became secretary of the new firm, the Flour State Baking Co. In 1924, after the company had changed its name to the Purity Bakeries Corp., Mr. McCarthy became secretary-treasurer, and in 1928 he became vice president and treasurer. In 1933, he became president of Cushman's Sons, Inc., a subsidiary of the Purity company. He left this post in 1935, purchased the Jersey Bread Co., and later purchased the Sandusky Baking Co.

Mr. Smith became an active partner in Zimmerman's Bakery in Han-

nibal, Mo., where he was born, following World War I, in which he served in the Air Corps.

In 1924, Mr. Smith attended the American Institute of Baking's school of baking. He sold his interest in his business in 1927, and came to Chicago where he was employed as a field representative for the American Bakers Assn. A year later he was selected as secretary of the association.

Shortly afterwards, he became secretary of the American Institute of Baking, serving both organizations until 1944, after which he devoted his full time to the association and the American Bakers Foundation, of which he is also secretary.

Mr. Smith was also secretary for the National Bakers Council, code authority of the baking industry during 1934 and 1935. He was a \$1-a-year-man with the Office of Production Management, before war was



John T. McCarthy



Tom Smith

declared in 1941, assisting the Army in bread procurement problems.

"We shall do everything in our power to carry to a successful conclusion the important activities of 1950, which Gene Quigg and Lee Marshall so well began," Mr. McCarthy stated.

—BREAD IS THE STAFF OF LIFE—

15 Governors Elected by ABA Membership

CHICAGO—The results of the recent election of governors of the American Bakers Assn. to represent 12 regions and three branches have been announced by the ABA as follows:

Region 1 (New England)—Bruno Peterson, John J. Nissen Baking Co., Portland, Maine.

Region 2 (New York)—George H. Coppers, National Biscuit Co., New York.

Region 4 (Pennsylvania)—S. P. Stallworth, Ertl Baking Co., Pittsburgh.

Region 5 (Delaware, District of Columbia, Maryland, Virginia)—Lewis G. Graeves, Charles Schneider Baking Co., Inc., Washington, D.C.

Region 7 (Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee)—R. H. Jennings, Palmetto Baking Co., Orangeburg, S. C.

Region 8 (Ohio)—A. E. Craig, Dayton Bread Co., Dayton, Ohio.

Region 10 (Indiana and Kentucky)—Harold B. West, West Baking Co., Inc., Indianapolis.

Region 11 (Wisconsin)—Fred L.

NAMED ABA GOVERNOR

CHICAGO—Raymond K. Stritzinger, chairman of the board and president of the Continental Baking Co., has been elected a member of the board of governors of the American Bakers Assn.

Mr. Stritzinger succeeds M. Lee Marshall, former chairman of the board of the association, who died suddenly in his New York City home Aug. 1. Mr. Stritzinger was Mr. Marshall's alternate on the board of governors. Following his election, Mr. Stritzinger was appointed a member of the association's national affairs committee.

Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.

Region 12 (Illinois)—C. J. Burny, Burny Bros., Inc., Chicago.

Region 16 (Arkansas, Oklahoma)—Harry Alexander, Royal Baking Co., Oklahoma City, Okla.

Region 18 (Nebraska)—Jake Grasmick, Grand Island Baking Co., Grand Island, Neb.

Region 20 (Colorado, New Mexico, Wyoming)—Arthur Vos, Jr., Macklem Baking Co., Denver.

Wholesale Bread Branch—Milton Peterson, P. F. Peterson Baking Co., Omaha.

Multistate Branch—R. L. Nafziger, Interstate Bakeries Corp., Kansas City.

Biscuit and Cracker Branch—H. L. Popp, Perfection Biscuit Co., Ft. Wayne, Ind.

The 1950 nominations and election committee of the ABA is composed of William M. Clemens, Trausch Baking Co., Dubuque, Iowa, chairman; George M. Harriss, Sunkist Pie Co., Chicago, and Robert M. Woods, Woods Bakeries, Inc., Evanston, Ill.

Plans Prepared for Control Action

STAND-BY PRICE AND WAGE POWERS GIVEN TO PRESIDENT

USDA Expected to Have Authority Over Foods and Farm Commodities—No Early Use of Food Price Controls Expected

WASHINGTON—Economic control legislation was approved by Congress Sept. 1 and sent to the President for what was expected to be certain approval, although the measure contains wider powers than originally requested and denies others which the administration wanted.

Power over foods and farm commodities is expected to be allocated to the U.S. Department of Agriculture, but no general use of that power is foreseen immediately.

After more than a week of study by a conference committee, a bill was sent back to both chambers for approval. This measure as it went to the President contains these following major provisions:

- The bill grants discretionary use of price, wage and ration controls to the chief executive to be used at any time he finds that prices have risen or threaten to rise in an inflationary manner over the levels of May 24-June 24, 1950. When he imposes price ceilings on products or commodities, he must stabilize wages at the same time. This authority is to be used if voluntary efforts fail. In addition, as a criterion to guide his decisions on these matters, the President is instructed to determine if such controls are necessary to the national defense and are practicable, fair and equitable.

Wage controls, if established, cannot be set lower than during the price base period of the bill, May 24-June 24, 1950.

- Ceiling prices cannot be established on agricultural commodities at less than parity or the highest price prevailing between May 24 and June 24, 1950, whichever is higher. For those commodities which were not marketed within that base period, the ceiling is to be the average prevailing price in the nearest representative marketing period.

- Authority over wages and price is granted until June 30, 1951, and authority over allocations and priorities is granted through June 30, 1952.

- Priorities and allocations controls are provided for, authorizing the President to give priorities to all contracts for the national defense and to allocate such materials as he deems necessary for that purpose.

- Authority is granted to requisition

facilities for national defense under specified conditions.

- Controls over credit have been limited to those on installment purchases and on new real estate construction.
- The legislation requires the President to establish a new agency to administer price, wage and ration controls.

While the legislation grants stand-by price, wage and ration control authority, there is little possibility that these powers will be used for some time or until the government can establish the administrative machinery. On foods there is currently little need for price controls or consumer rationing. However, on some offshore commodities like sugar, cocoa and coffee—which the government can control through import bottlenecks—it is possible that allocation powers may be immediately invoked. And if prices tend to get out of line, inventory controls, consumer rationing and price controls could be imposed promptly.

Except for the requirement on agricultural price ceilings, the bill as passed by Congress differs from the Emergency Price Control Act of 1942, which gave the Secretary of Agriculture a veto over price ceilings established by a price control agency. That act also gave the Secretary of Ag-

riculture the sole authority over imposition of rationing. While the new legislation is not so specific, it is seen that the President, under his discretionary allocation power, can delegate veto power over rationing decisions to the Secretary of Agriculture.

Secretary Brannan, in a letter to the conference committee, said he saw no immediate need for price or ration controls over foods and asserted that the answer to price and ration controls was abundant production.

The conference committee removed from the bill a provision which would have required the President to place all allocation power in the Secretary of Commerce. That provision, it was seen, would have given the Commerce Department control over allocations of agricultural commodities. The bill as passed permits the President to delegate allocation controls to appropriate agencies—which means that power over industrial goods will go to the Department of Commerce and power over agricultural commodities to the U.S. Department of Agriculture.

—BREAD IS THE STAFF OF LIFE—

7½¢ HIKE ENDS STRIKES AT L. A. CRACKER BAKERIES

LOS ANGELES—Acceptance by employees of a 7½¢ hourly wage increase has ended the strikes at the Pacific Cracker Co., Weston Biscuit Co., National Biscuit Co., and Cal-Ray Baking Co.

The settlement of the strikes, which began Aug. 3, came following a union decision to allow the employees of each company to decide for themselves whether or not to return to work for the offered increase.

tribution of sugar during the first six months of 1950 exceeded distribution during the same period of 1949 by about 170,000 tons.

The 1950 supply now exceeds by over 1,100,000 tons the quantity distributed in 1949. The largest quantity ever distributed domestically in any year was 8,070,000 tons in 1941, when heavy buying occurred throughout the year.

Under provisions of the Sugar Act, 838,440 tons would normally have been provided by Cuba and 11,560 tons by other foreign countries. Only 600,000 tons of sugar were available in Cuba, and the Commodity Credit Corp. considered it essential to leave approximately 162,000 tons in Cuba to meet shipping requirements early next year and other possible needs. Accordingly, 400,000 tons of the quantity Cuba would have received has been reallocated to domestic areas as follows: Puerto Rico, 150,545 tons; domestic sugar beet area, 100,000 tons; Hawaii, 98,594 tons; mainland cane sugar area, 46,861; Virgin Islands, 4,000 tons.

It was announced also that quotas for Puerto Rico are now large enough so that the allotment of its 1950 raw sugar quota for shipment to the mainland and a local consumption quota is unnecessary. Allotment of the portion of the Puerto Rican quota which may be brought into the mainland as direct consumption sugar remains in effect, and certification continues to be required before any such sugar may be entered.

—BREAD IS THE STAFF OF LIFE—

GILLETTE SUBCOMMITTEE PLANS BREAD PRICE PROBE

WASHINGTON—Sen. Guy Gillette (D., Iowa) and his agriculture subcommittee are turning their attention to the recent increases in the prices of bread and meat. The senator disclosed plans for the investigation of what he called "unwarranted increases" as his subcommittee finished hearings on milk price spreads.

The group has sent detailed questionnaires to bakers throughout the country in an effort to determine the exact costs of bakery operations, according to Paul Hadlick, counsel for the Gillette group. The information obtained may be sufficient to prepare an exhaustive report without the necessity of further hearings, he said.

—BREAD IS THE STAFF OF LIFE—

"Bobtailers" Exempted from Security Law

WASHINGTON—The President has signed into law legislation amending the Social Security Act, including a provision which excludes agent drivers, such as "bobtailers" in the baking industry, from coverage under the law.

The law now specifies that an agent is covered only when he is engaged in distributing meat products, bakery products, laundry or dry cleaning services "for his principal."

The American Bakers Assn. was active in opposing the inclusion of "bobtailers" in the coverage of the act.

Effect of Korean Crisis on Fats, Oils Analyzed by BAE

WASHINGTON—The fighting in Korea will have "very little direct effect" on world export supplies of fats and oils, according to a recent release by the Bureau of Agricultural Economics. Korea is not a net exporter of these products, it was pointed out.

"Prices of nearly all fats and oils shared in the general upturn of agricultural and raw materials prices following the Korean crisis," the BAE said. "The principal long-term effect of the Korean situation (as it has developed to date) on fats and oils prices will be through increased industrial activity and consumer incomes, primarily in the U.S. but also abroad. Industrial demand for fats, as for other raw materials, will rise. Consumers probably will have more money to spend for food fats and oils, soap, paint and other products which use fats in their manufacture. In addition, users, dealers and producers of fats, oils and fat-and-oil products probably will be willing to keep more money invested in inventories than before the Korean crisis. With these increases in demand, prices of most fats and oils are likely to average higher in the next 12 months than in the past 12."

USDA Increases Domestic Sugar Use Quota

WASHINGTON—The U.S. Department of Agriculture announced Aug. 23 an increase of 850,000 tons in the supply of sugar that will be available in the continental U.S. under 1950 sugar quotas. This increases the supply for the year to 8,700,000 short tons, raw value, compared with 7,880,000 tons distributed in 1949.

The Aug. 23 action was the second increase in the domestic sugar consumption quota within six weeks. An increase of 350,000 tons was announced July 13.

The USDA said the action was taken "because of the high distribution of sugar in recent weeks." Dis-

RETAIL BAKERY SALES REPORTED DOWN

WASHINGTON—Sales of retail bakeries during June were 1% lower than sales during the previous month and 1% below those during the same month of 1949, according to a report of the U.S. Department of Commerce. Sales for the first six months of this year were reported 4% lower than during the comparative period in 1949.

ARBA COUNSEL HEADS TASK COMMITTEE

WASHINGTON—William A. Quinlan, Washington counsel of the Associated Retail Bakers of America, has been named chairman of the legislative task committee of the retail group which was organized recently under the name of the Retail Industry Committee. The group includes representatives of several types of retail stores.

Raymond K. Stritzinger Named Continental Board Chairman



Raymond K. Stritzinger

NEW YORK—Raymond K. Stritzinger was elected chairman of the board of the Continental Baking Co. at a special meeting of the board of directors Aug. 9.

Mr. Stritzinger has been president of Continental since 1942, and will continue as president as well as chairman of the board. He succeeds, as chairman, the late M. Lee Marshall, with whom he had been closely associated for nearly 30 years.

Coming from a long line of bakers—his paternal great-grandfather, paternal grandfather and father were all bakers—he started in business as superintendent of the Stritzinger Bakery in Norristown, Pa., in 1908, when he was not quite 20 years old. Eight years later he joined the Ward Baking Co.'s research department, where he stayed until 1918, when he returned to the Stritzinger Bakery as manager.

At the request of the late Mr. Marshall, he joined the Continental Baking Co. in February, 1925, as vice president and regional manager. In 1934, he was elected to the board of directors and became director of op-



Ellis Baum

erations. In late 1942 he became Continental's president.

Like the late Mr. Marshall, he has been active in industry affairs. He is a past president of three bakers' organizations: the American Bakers Assn., Pennsylvania Bakers Assn. and the Bakers Club of New York. He is a past chairman of the American Institute of Baking.

Educated at Lehigh University, he is a past president of the Lehigh Club of New York, and a past officer and member of several outdoor and gun clubs. He is active in church and community affairs in Scarsdale, N.Y., where he makes his home. He is married and has one daughter, Deborah (Mrs. B. Wheeler Dyer, Jr.), and one son, Lee Marshall Stritzinger.

At the same special meeting of the board, Ellis Baum, vice president, was elected a director to fill the unexpired term of the late Mr. Marshall. The term expires in 1952. Mr. Baum came with the company in the spring of 1927 as sales manager of the cake division. He became director of the cake division in January, 1934, which post he still holds.

Industry, Nation Mourn Death of M. Lee Marshall

The death of M. Lee Marshall, chairman of the board of the Continental Baking Co. and the American Bakers Assn., was not only a great loss to the baking industry, but to the nation.

Mr. Marshall, 66, died suddenly in his home, at 1095 Park Ave., New York, Aug. 1. He had been active in the baking industry for more than 36 years, and served in several high official capacities in the government during World War II.

(EDITOR'S NOTE: The report of Mr. Marshall's death appeared on page 10 of last month's issue of The American Baker. Several interesting sidelights on Mr. Marshall's career and character appear in the "Crusts & Crumbs" column of this month's issue, on page 72.)

The significance of Mr. Marshall's standing in the industry and in the nation was noted in the flood of telegrams from high government officials

and industry leaders following his death.

Mr. Marshall's great contributions to his country, were expressed in the following telegrams:

"I am shocked and saddened by the news of Lee's sudden and unexpected death and hasten to offer this assurance of heartfelt sympathy in which Mrs. Truman joins—Harry S. Truman, President of the U.S.

"Loss to Country"

"The passing of Lee Marshall is a loss, not only to his family and friends, but also to his country. He was a conscientious, public spirited citizen who on numerous occasions devoted his energy to national problems in Washington during and after World War II. His sound judgment and friendly counsel will be missed by those who knew and worked with him."—Charles Brannan, Secretary, U.S. Department of Agriculture.

"The Department of Commerce has suffered a deep loss in the untimely death of Mr. Lee Marshall, chairman of the board of the Continental Baking Co. and for four years a member of the Secretary's Business Ad-

visory Council. In addition to being a successful business man and the principal executive of the country's largest baking concern, Mr. Marshall gave freely of his time to public service. His work in the War Food Administration, the Surplus Commodity Corp. and the United Nations Appeal for Children bears testimony to his citizenship and his service to the nation. As a member of the Business Advisory Council he was most helpful to this department on many occasions and was ever ready to respond to any call on his time and wisdom."—Charles Sawyer, Secretary, U.S. Department of Commerce.

"Deeply shocked by news of Lee's sudden death and hasten to send you sincerest sympathy both personally and on behalf of membership of Business Advisory Council."—James S. Knowlson, chairman, Business Advisory Council, U.S. Department of Commerce.

"Distinguished Public Servant"

"The news of the passing of Lee Marshall is bad news, indeed, for the food industry of America. He was a distinguished public servant and made a fine contribution to the Department of Agriculture. In private business he was an excellent and thorough executive and very cooperative with the government in those activities which followed the war. He could have been very useful to the country in its present crisis, and I deeply regret the news of his death."—Clinton P. Anderson, U.S. Senator, New Mexico.

Telegrams from leaders in the baking industry and its allied trades and in other fields directly or indirectly affected by Mr. Marshall's widespread business and personal activities were unanimous in their expressions of regret over the loss of "a true friend" and a "broad visioned leader."

Advertising Kit for Donut Month Being Distributed

"Make more dough during donut month!"

This is the theme of the sales-building advertising kit being distributed by the Bakers of America Program in connection with the October doughnut promotion of the program and the Doughnut Corporation of America.

Included in the kit are reprints of the three advertisements which will appear in leading national magazines



Pillsbury's Doughnut Ad

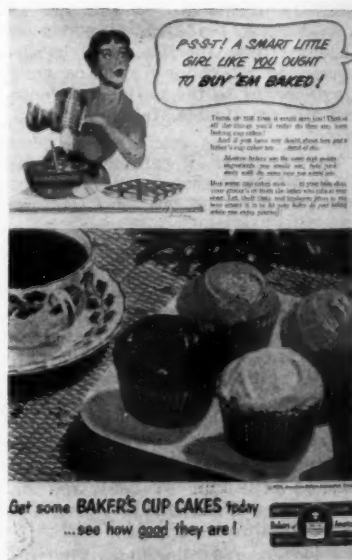
EDITOR'S NOTE—Further details of the promotional plans for October Donut Month are reported in an article appearing in the Bakery Merchandising section of this issue, on page 30.

during September and October. They are: a full-color Bakers of America ad, depicting a doughnut party, in the September issue of Ladies' Home Journal and the October issues of Woman's Home Companion and Better Homes and Gardens; a Doughnut Corporation of America ad which will appear in the October issues of Better Homes and Gardens and Woman's Home Companion and a Pillsbury Mills, Inc., ad (see illustration) showing some of the many varieties of doughnuts, which will appear in an Oct. 9 issue of Life magazine.

To bring the national publicity of "Donut Time" down to the individual store's local level, the advertising kit provides merchandising aids and suggestions, radio station break announcements, advertising mats and news stories that can be reprinted in local newspapers.

Consumer Ads Promote Sales of Baked Goods

Cup cakes are featured in the current sweet goods advertisement of the Bakers of America Program. The consumer ad appeared in the August issue of Woman's Home Companion and is appearing in the September issues of Good Housekeeping



Cup Cake Advertisement

and True Story magazines. The copy of the ad stresses the time a housewife saves by buying her cup cakes from a baker.

Two other consumer advertisements, placed by the Corn Products Refining Co., are telling the American housewife that "America's finest 'sweet goods' are enriched with food-energy sugar." One featuring sweet rolls will appear in the September 12 issue of Look magazine and the Nov. 25 issue of Collier's. It appeared in the Saturday Evening Post in May. The other, featuring white bread, will appear in the Nov. 21 issue of Look. It has already appeared in the Saturday Evening Post, Collier's, Life and Look.

Proposed Bread Standards Published

USE OF "POLYS" IN BREAD BANNED BY RULING OF FDA

Mono- and Di-glycerides Permitted in Shortening, Subject to Limitation of 25% by Weight — Soy Flour Permitted to Not More Than 3% of Flour Weight

(See Editorial on Page 9)

WASHINGTON—The proposed definitions and standards of identity for various breads and rolls or buns were published in the Federal Register of Aug. 8, after having been signed by the Federal Security Administrator Aug. 3.

On the controversial question of bread softeners, the proposed standards:

- Omit polyoxyethylene emulsifiers and similar bread softeners, thus banning their use in bread.

- Permit the use of mono- and di-glyceride shortenings, subject to the limitation that the amount of mono-glycerides used shall not be more than 25% by weight of the weight of the shortening.

In prohibiting the use of polyoxyethylene compounds, the Food and Drug Administration ruled that their use in bread would not be "promoting honesty and fair dealing" with the consumer. It is on this basic question that all proposed ingredients have been considered, under the provisions of the Federal Food, Drug and Cosmetic Act.

This issue, the most controversial of all during the long hearing which ended in Washington last Sept. 20, evoked from FDA a ruling of "doubt of benefit to the consumer." The agency concluded that deception resulted from the use of these products and went so far as to state that "some deception resulted" in the matter of age of the bread. It reported that the use of these emulsifiers "lowered the nutritive value of bread products."

"Softness and freshness are intimately connected in the minds of purchasers of bread," the FDA said in its findings of fact. "Undoubtedly a great many purchasers were led to believe by the feeling of softness of breads containing surface-active agents that such bread was not as old as it actually was. Whether the addition of polyoxyethylene monostearate to bread caused the bread to retain the properties of fresh bread, other than softness, for a longer period of time than similar bread without this substance is highly controversial."

Middle-of-the-Road Position

On the subject of harmfulness to the consumer, the focal point of attack on the softeners during the hearing, the FDA took a middle-of-the-road position, stating that there is no evidence of harmfulness but also that there is no definite proof of safety to the consumer of products in which the compounds had been used. Thus, in the eyes of FDA, the polyoxyethylene compounds have not been proved to be toxic, but they had not been conclusively proved to be nontoxic.

Further excerpts from the findings of fact concerning softeners follow:

"During the latter years of World

War II practically all bakers reduced the proportion of shortening in bread. They began to return to prewar practices after orders of the War Food Administration regulating the use of the various ingredients of bread were rescinded. Shortening at this time was high in price, and there is reason to believe that some bakers were influenced in their decision to use a preparation containing a surface-active agent because of merchandising claims that its use would make possible a reduction in shortening without materially changing the properties of the finished bread.

"Representations were made by a number of promoters of the use of polyoxyethylene monostearate that it retarded or prevented the staling of bread. Experience by bakers in the use of polyoxyethylene monostearate showed that 0.5 part to 100 parts of flour in bread dough made measur-

ably softer bread, and that this effect was obtained even if no shortening was used. Experience further showed that breads in which polyoxyethylene monostearate was used remained slightly softer over a period of days than breads of the same composition except that they contained no polyoxyethylene monostearate. Thus bakers using polyoxyethylene monostearate were able to place on the market breads which appealed to the large segment of consumers who choose bread because it feels soft upon squeezing the wrapped loaf. Some bakers using polyoxyethylene monostearate in their bread advertised softness as an index to the freshness of their bread. No bakers, by advertisements or label statements, advised consumers of their use of this chemical to influence the softness of the bread.

"Softness and freshness are intimately connected in the minds of purchasers of bread. Undoubtedly a great many purchasers were led to believe by the feeling of softness of breads containing surface-active agents that such bread was not as old as it actually was.

"Whether the addition of polyoxyethylene monostearate to bread dough caused the bread to retain the properties of fresh bread, other than softness, for a longer period of time than similar bread without this substance is highly controversial. There was some persuasive testimony that the

TEXT OF PROPOSED STANDARDS

EDITOR'S NOTE: The full text of the proposed definitions and standards of identity for various kinds of bread begins on page 81 of this issue of The American Baker. The findings of fact and proposed standards issued by the Food and Drug Administration were published in the Federal Register of Aug. 8, beginning on page 5102. Copies of this issue of the Federal Register may be obtained from the Superintendent of Documents, Washington 25, D.C., at 15¢ a copy.

only significant effect from the addition of polyoxyethylene monostearate was to make the bread softer at the time of baking, without any effect on the rate of hardening or staling thereafter. Findings as to the exact action of this substance in affecting the properties of bread cannot be made with certainty from the evidence. . . .

"There was evidence tending to show that some of the polyoxyethylene monostearate prepared for food use contained small amounts of poisonous glycols of low molecular weight, that is, ethylene glycol and diethylene glycol. Due to the type of chemical reaction involved in combining ethylene oxide with water, with fatty acids, or with sorbitan, it is probable that a number of esters of varying molecular weight, including esters of higher and lower molecular weight than planned, are always present. Some polyoxyethylene glycols of quite high molecular weight have been found to cause injury when fed to test animals, and it is possible that small quantities of such substances, as well as esters of quite low molecular weight, are present in some of the polyoxyethylene monostearates sold to bakers. The range in quantity of such deleterious substances that might be present was not shown but the maximum is probably quite small. . . .

"Experimental feedings to test ani-
(Continued on page 80)

Filing of Exceptions Next Step

WASHINGTON — The proposed definitions and standards of identity for various breads and rolls or buns published in the Federal Register Aug. 8 will not go into effect until after the filing and consideration of exceptions to the proposals. The Food and Drug Administration, acting on requests of interested parties, has extended the time for filing written exceptions to Oct. 9. Following consideration of these exceptions the government will issue the final standards, which will probably become effective 90 days after promulgation.

There is some expectation here that some of the ingredient producers whose products have been banned from use in bread sold in interstate commerce will attempt to halt final promulgation of the standards through court action. Commenting on the possibility of success of these potential suits, FDA officials note that only in minor instances have the courts sustained attempts to stay or reverse FDA rulings on food standards.

Exceptions to the proposed standards are to be filed with the Hearing Clerk, Federal Security Agency, Room 5109, Federal Security Bldg., Washington. The FDA said that exceptions "shall point out with particularity the alleged errors in this tentative order and shall contain specific references to the pages of the transcript of the testimony or to the exhibits on which such exceptions are based." The exceptions may be accompanied by a memorandum or brief to support them. All material should be submitted in quintuplicate.

When the final standards become effective they will be the first set of standards ever enacted for the "staff of life." They will be effective for all

breads sold in interstate commerce and also in states which adopt the federal standards.

The hearings which led up to the proposed bread standards consumed a total of 149 days of testimony—26 days in 1941, 7 in 1943 and 116 following postwar resumption Nov. 30, 1948. The resumed hearing ended last Sept. 20. A total of 17,130 pages of testimony was presented, in addition to some 400 exhibits covering many thousands of additional pages.

ABA Plans to File Exceptions

CHICAGO—The American Bakers Assn. has announced that its bread standards advisory committee and counsel will study the proposed findings of fact and proposed standards for various breads, published Aug. 8 by the Food and Drug Administration, and will file exceptions to "unreasonable portions thereof."

The ABA committee will meet in Washington Sept. 13 to discuss the brief that will be filed.

The ABA announcement said that a preliminary review of the findings and standards indicated that the standards differed from ABA's recommendations in the following respects:

- "a. They (the proposed standards) might be interpreted to require that mono- and di-glyceride shortenings be a part of the 'shortening'; and they place a 25% limit on use of mono- and di-glyceride shortenings;
- "b. They require that the labeling of the presence of spice or mold and rope inhibitors immediately and conspicuously precede or follow the name

of the product each time the name appears without intervening written, printed or graphic matter:

- "c. They fail to recognize the need for additional quantities of 'yeast foods' and 'dough conditioners';

- "d. They persist in requiring that monocalcium phosphate in any phosphated flour used be included in computing the amount of mold and rope inhibitors present;

- "e. They fail to recognize that a baker's use of enriched flour as the only flour should entitle him to label his bread 'Enriched Bread';

- "f. They require unreasonable ratios of milk to flour and non-fat milk solids to fat solids in making 'Milk Bread';

- "g. They require that coined names such as 'White and Whole Wheat Bread' be used instead of the common or usual names 'Wheat Bread,' 'Cracked Wheat Bread,' 'Crushed Wheat Rolls'; and
- "h. They set up standards for 'Unsalted Bread,' 'Unsalted Rolls,' and 'Unsalted Buns'."

Buyers Eye Spring Wheat Marketing

FIRST BIG BOOKINGS MADE BEFORE PEAK OF MOVEMENT

Purchases Fill Average of 60-Day Needs; Provision for High Ceilings When Needed, Support Program Keep Prices Firm

By GEORGE L. GATES
Market Editor of The American Baker

With harvesting of spring wheat in full swing in the Northwest, attention of flour buyers is focused on developments in the marketing of that crop. Prices have made an orderly downward adjustment, amounting to about 7½¢ on the Minneapolis September future in the month ending Sept. 6. Sharper declines were checked by limited box-car supplies which slowed movement to market, danger of frost damage to the late crop and confidence that price ceilings would not be applied to grains in the immediate future. Some observers, including flour buyers, believe that the low point in harvest-time prices may have passed, even though the peak wheat movement had not yet arrived. During the last week of August, when wheat prices turned upward about 3¢ bu., many bakers contracted to for about two months' flour requirements. Other major markets in early September were about unchanged from a month earlier, and flour quotations, although lower on springs for a brief period, also were steady. Developments in the world political situation, of course, have a tremendous potential influence on markets which can be evaluated only as they come up.

PRICE CEILING AUTHORITY GRANTED

Economic control legislation passed by Congress in early September gives the President power to impose price, wage and rationing controls in addition to the priority and allocation powers he had originally asked. It is believed improbable that any of these controls will be applied to wheat and flour in the near future. Charles F. Brannan, secretary of agriculture, told Congress that there was no immediate need for price or ration controls over foods and asserted that the answer to such controls was abundant production. Supplies of wheat, of course, are plentiful. However, if it should be determined later that controls are needed, the legislation provides that ceilings on agricultural commodities cannot be established at less than parity or the highest price prevailing between May 24 and June 24, 1950, whichever is higher. At present, wheat prices are still well below this legal limit. Agreement on the relatively high ceilings, should they become necessary, is one of the things that firmed markets in September.

HIGH SUPPORT PRICES CONTINUE

Price support operations, on the other hand, continue to govern minimum wheat price levels. With the support basis for wheat approximately 4¢ bu. higher than last year, it

is apparent that correspondingly higher prices may be expected, provided the system of support continues to function as effectively as it has in the past. The government has not yet released information on the amounts of new crop wheat placed under loan, but market observers believe that the amount probably is smaller than a year ago. The amount of "free" wheat remaining outside of loan commitments is an important factor in determining market prices. High price supports have been pledged for 1951 wheat, based on \$1.99 bu. on farms or 90% of parity, whichever is higher. The Secretary of Agriculture legally could have set support at 80% of parity, but he pointed out that because of world conditions the U.S. should make certain it maintains ample supplies of bread grains.

ABUNDANT WHEAT SUPPLIES ON HAND

Abundance of wheat supplies, although smaller than last year, is still definitely a part of the price picture, within the limits of the support program and possible ceilings. The August estimate of wheat output by the U.S. Crop Reporting Board was up 40 million bushels from the previous forecast at 996.5 million bushels, with the outturn of both spring wheat and winter wheat boosted. However, because of the late harvest in the Northwest this year, the danger of frost damage threatens some spring wheat production. Through the first week of September, little actual damage had occurred. However, considerable wheat was yet to be harvested. Damage

from rust, although heavy on durum wheat, affected bread wheat only slightly.

CANADIAN OUTPUT UP DESPITE LOSSES

Canada's 1950 wheat crop will be the third largest in history if recent government estimates materialize. A crop of 544 million bushels was officially forecast in August. However, severe frosts already have cut yields in some of the heavier-producing areas, notably in Saskatchewan. One unofficial estimate of frost damage places the loss at 65 million bushels. As in northern U.S., further losses are possible. Supplies of Canadian wheat are important to U.S. markets, principally for their influence on export prospects for the U.S. surplus. In spite of possible late-season losses, it appears that total North American supplies will be more than adequate, provided no general war develops to create additional demand.

SMALLER EXPORTS FROM U.S. FORECAST

It is not possible to forecast what U.S. exports this year will be, but barring a turn for the worse in war developments, it appears likely that less wheat will be exported in 1950-51 than in 1949-50. During the last crop year just short of 300 million bushels moved overseas. Competent observers now believe about 100 million bushels less will move this crop year. Thus, with domestic use at about the same rate, the expected decline in exports would about offset the reduction in the crop total. This would leave a carryover at the end of the 1950-51 crop year about equal to the one carried into the year.

OUTLOOK HINGES ON WAR DEVELOPMENTS

The extent of demands on the U.S. food stockpile if an all-out war should develop cannot be predicted. However, it is certain that the above estimates of probable exports would have to be altered considerably. Wars always create heavy demand for foodstuffs, and the U.S. supplies would probably be needed to replace disrupted production elsewhere. At the

moment, however, U.S. government officials do not believe that it will be necessary to step up shipments even to the Far East substantially. Earlier it was considered possible that loss of rice supplies in that area would make it necessary to increase shipments of wheat to Japan and other nations in the democratic sphere.

MUCH OF RESERVE CONTROLLED BY CCC

Much of the U.S. reserve of wheat remains in the hands of the government. As of June 30, the Commodity Credit Corp. owned or controlled 361 million bushels of wheat, the result of price support operations. Additional amounts since have been added under the loan program. While this wheat is offered for sale for export at the market price, it is not available for domestic use except at prices well above current market levels. This price policy is established in the farm law.

Inflationary effects of increased military spending, operation of the price support program and provision for relatively high price ceilings if they should be put into effect seem to point to firm wheat and flour prices in spite of abundant actual supplies.

HIGHER NET REPORTED BY PROCTER & GAMBLE

CINCINNATI—Procter & Gamble has reported consolidated net sales of \$632,886,270, and consolidated net profits of \$61,092,079 for the fiscal year ended June 30, equal to \$6.33 a common share. Provision was made for income taxes of \$38,805,005, and no change was reported in the reserve for inventory price decline, but a new reserve of \$2 million was provided for any further devaluation of foreign currencies which may occur.

Flour Production During June Below Last Year

WASHINGTON—The Bureau of the Census, has estimated June wheat flour production at 17.7 million sacks, 4% below May and 12% below June 1949. Wheat flour mills operated at 68.9% of capacity in June, compared with 71.3% the previous month.

June wheat grindings amounted to 41.1 million bushels, compared with 42.7 million in May. Wheat offal output was 353 thousand tons in June, and 369 thousand the previous month.

Rye flour produced in June amounted to 181 thousand sacks, about the same as in May. Rye ground amounted to 397 thousand bushels, compared with 404 the previous month.

ROWLAND J. CLARK REPORTS ON NEW S.W. WHEAT FLOUR

CHICAGO—Flour made from the new Southwest wheat crop will produce bread equal to that produced from old wheat flour in every respect, according to a report by Rowland J. Clark, manager of the prod-

August Flour Production Shows Increase Over July Total

Flour mills reporting their production to The Northwestern Miller manufactured 15,479,923 sacks of flour during August. This is an increase of 1,600,897 sacks over the July output. The same mills reported production of 14,115,800 sacks during August, 1949, or 1,364,123 less than for the past month. Two years ago the production for August was 16,925,765 sacks and three years ago, 17,561,057. Based on the Bureau of the Census production for June, the latest available, mills reporting to The Northwestern Miller in that month made 73% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in August, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U. S. was 21,205,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	August, 1950	*Previous month	1949	August, 1948	1947
Northwest	3,798,950	2,930,554	3,083,988	2,571,369	4,178,552
Southwest	6,071,284	5,196,314	5,301,614	6,882,354	6,805,425
Buffalo	1,688,532	2,161,623	2,283,266	2,465,952	2,404,322
Central and Southeast	2,662,762	2,236,847	2,325,010	2,485,804	2,626,319
North Pacific Coast	1,257,395	1,353,688	1,221,922	1,520,288	1,546,139
Totals	15,479,923	13,879,026	14,115,800	16,925,765	17,561,057
Percentage of total U.S. output	73	73	72	70	67

ucts control division of the W. E. Long Co., Chicago.

Speaking in general terms, he reported, bread produced from the new wheat flour is "good."

"From an analytical standpoint, the ash may be expected to be the same or slightly higher than was found on the old crop," Mr. Clark reported. "Most mills plan to maintain the same ash levels on their various flour brands. There was an abundance of protein all the way from Texas up through Nebraska, so the protein level will probably be the same to slightly higher. Again, most mills plan to make no changes in the protein content of their flour."

"Three factors stand out as deserving attention when, as and if a bakery could obtain strictly new wheat flour at the present time. These factors are absorption, oxidation and diastatic activity. While the other baking characteristics of the new crop are important, they do not show the changes which appear in these three factors when going from the old to the new crop."

"Since the beginning of the harvest absorption has increased until now it is almost equal to that obtained on the old crop flour. In most cases however, it is not safe to add more water to a strictly new all wheat flour than would be used in a dough made from all old wheat flour."

"The new crop flour does not require as much oxidation in the form of yeast foods and similar products as was added to the old crop doughs. The exact amount to be used depends entirely upon the bakery procedure and the formula."

"It is not necessary to add as much diastatic malt to the new crop flours as was required on the old crop. In many instances on the old wheat flours high diastatic malt of at least 60 degrees Lintner in amounts of .60% was required. It now appears that even half this amount of diastatic malt will be more than ample for the average new flour."

"Mixing the new wheat flour into dough will require practically the same time as was found on the old crop. If any change is made at all it will be to shorten the mixing time. Tolerance to mixing appears to be satisfactory. It might be observed in passing that this tolerance to mixing is due very largely to the fact that Chiefkan, Early Blackhull and similar varieties of wheats possessing abnormally short mixing tolerances have been very largely supplanted in the Southwest by more stable and better quality varieties."

"The fermentation time on the new flours will remain about the same as on the previous crop. The fermentation tolerance appears to be satisfactory."

"The volume of the loaf can be expected to be the same as that on the old crop. This is encouraging because it means that the baker will not have to scale his doughs heavier in order to obtain loaf volume. The grain and texture on the new wheat bread compare very favorably with that of the old. The break and shred on the new crop bread is smooth and very satisfactory. The crust color is all that could be desired. The crumb color may have a slightly cream tint, but it is bright and presents a very appetizing appeal."

LOWER NET, SALES REPORTED BY BORDEN

NEW YORK—Estimated earnings of the Borden Co. were \$9,850,000, or \$2.31 a share, during the first half of 1950, as compared with \$10,200,000, or \$2.37 a share, reported in the

same period of 1949, Theodore G. Montague, president, has revealed.

Volume sales rose during the period, he said, but lower prices for some principal products brought dollar sales to \$295,897,609, which was 3% lower than the \$305,047,723 received during the like period last year.

\$545,335 NET REPORTED BY COLORADO M. & E. CO.

DENVER—Consolidated net income of the Colorado Milling & Elevator Co. and subsidiaries for the fiscal year ended May 31, 1950, amounted to \$545,335, compared with \$1,451,641 for the same period a year previous. Gross sales were reported at \$83,001,200, compared with \$93,158,274 for the previous fiscal year.

The net income for the year ended May 31, 1950, was equal to \$1.04 a share on the outstanding shares of common stock in the company. Dividends aggregating \$653,975 were declared during the year at the rate of 37½¢ a share, payable Sept. 1 and Dec. 1, 1949, and at the rate of 25¢ a share, payable March 1 and June 1, 1950.

RUSSELL-MILLER EARNS 47¢ A SHARE FOR YEAR

MINNEAPOLIS—An increase of 47¢ a share in net earnings during the fiscal year ended June 30, 1950, is reported by the Russell-Miller Milling Co. Net earnings during the year were equal to \$1.90 a share on the common stock after provision for dividends on the preferred stock. This compares with net earnings equal to \$1.43 a share for the previous fiscal year.

Net income for the year of record totaled \$528,776. Dividends paid during the year totaled \$364,763, including the regular \$4.50 per share dividends on the company's 4½% cumulative preferred stock, and \$1.20 a share on the \$25 par value common stock. Stock outstanding, according to the annual statement, includes 234,152 shares of the common and 18,618 shares of the preferred.

ADM REPORTS EXPANSION PROGRAM "PAYING OFF"

MINNEAPOLIS—A 4-year, \$29 million expansion and modernization program is paying off in increased efficiency and capacity, T. L. Daniels, president of the Archer-Daniels-Midland Co., reports in his annual statement to stockholders.

Net profit for the 12 months ending June 30 was \$9,339,934 on sales of \$219,060,069, Mr. Daniels pointed out. Earnings were \$5.71 a share.

This profit figure was less than the \$12,041,752 or \$7.37 a share reported for the previous fiscal year, but it was 25% higher than the 10-year average.

Ellis English, president of the Commander-Larabee Milling Co., and vice president of ADM, pointed out that while the flour milling division of the company was unable to make any substantial contribution to the profit columns during the past year, the trend in the industry is improving.

"We have streamlined our operations and increased efficiency all along the line," Mr. English said. "We expect to contribute substantially to the profit statement next year."

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950		July 29, 1950	Sept. 2, 1950
	High	Low	Close	Close
Burby Biscuit Corp.	5¼	3¾	3¼	3¾
Continental Baking Co., \$5.50 Pfd.	109½	14¾	14¾	16½
General Baking Co.	12	10	9¾	9¾
General Baking Co., \$8 Pfd.	166	156	146¾	150
Great A. & P. Tea Co.	146¾	128½	123½	123¾
Great A. & P. Tea Co., \$5 Pfd.	137	130	133	135
Horn & Hardart Corp. of New York	34	32½	31¾	31¾
National Biscuit Co.	39¾	35¾	34½	34¾
National Biscuit Co., \$7 Pfd.	186	181¾	181	183¾
Purity Baking Corp.	34¾	30	28½	30¼
Sunshine Biscuits, Inc.	63¾	55	50¾	55
United Biscuit of America	33	28	26¾	26¾
United Biscuit of America, \$4.50 Pfd.	111	106½	103½	111
Wagner Baking Co.	9¼	7	6	7¼
Ward Baking Co., Warrants	6¼	4¼	3½	4¾
Ward Baking Co.	19½	15½	15	17¾
Ward Baking Co., \$5.50 Pfd.	105½	97	99½	103

Closing bid and asked prices on stocks not traded Sept. 2:

	Bid	Asked
Hathaway Bakeries	9¾	9¾
Horn & Hardart Corp. of N. Y., \$5 Pfd.	108	110
Horn & Hardart Corp. of N. Y., \$8 Pfd.	162	164½
Omar, Inc.	15½	17
Wagner Baking Co., Pfd.	111½	115

MISSOURI BAKERS CHANGE DATES FOR FALL OUTING

KANSAS CITY—The annual fall stag outing of the Missouri Bakers Assn. will be held at Holiday House, Lake of the Ozarks, Mo., Sept. 27-28.

The meeting was moved back two days to not interfere with the Midwest Bakers Allied Club new crop flour meeting in Kansas City.

Movies, fishing, golfing and other activities will be among the events of the outing. A short business session will be held and selection of new officers will take place. Fred Calliotte, St. Louis, secretary of the association, said that an \$8 fee will cover meals and lodging for each person.

PRODUCTION CLUB HOLDS SUMMER OUTING AUG. 16

NEW YORK—The 1950 summer outing of the Metropolitan Production Club, Inc., attracted 75 club members and guests to the Engineers' Golf Club, Roslyn, L.I., Aug. 16, with a good turnout on hand early for the annual golf contest. In addition to the golf match, the midsummer event featured lunch, dinner, sports contests and the annual softball game between bakers and allied-tradesmen. The bakers won the ball game this year by a lop-sided 17-5 margin.

DEAN F. LEISENRING TO LEAD DISCUSSION

KANSAS CITY—Dean F. Leisenring, superintendent of the Jordan Baking Co., Topeka, Kansas, will lead a round table discussion of bakeshop problems created by the 1950 wheat crop at the Sept. 25 conference sponsored by the Midwest Bakers Allied Club and the Kansas City section of the American Association of Cereal Chemists. The meeting will begin with a noon luncheon at 12:15 p.m. at the Hotel President in Kansas City. Mr. Leisenring will be assisted in this discussion by several bakers and cereal chemists who have done considerable work with the new crop flour.

BAKING FIRM CHARTERED

LEXINGTON, KY.—Flower-Maid Bakery Products, Inc., has been organized here with a maximum authorized capital of \$25,000, to deal in bakery products.

EKCO PRODUCTS REPORTS HIGHER SALES AND NET

CHICAGO—Consolidated net sales of Ekco Products Co. for the six months ended June 30, 1950, amounted to \$14,703,329, an increase of 9.7% over \$13,407,402 in the comparable period of 1949, Benjamin A. Ragir, president, has reported.

Net income of the company for the period rose to \$989,279, equal to \$1.08 a share of common stock. This compared with net of \$788,453, or 82¢ a share, in the previous half-year, an increase of 31.7%.

For the three months ended June 30, 1950, Ekco had consolidated net sales of \$6,905,169, compared with \$6,279,593 in the second quarter of 1949, and net income of \$422,388, equal to 45¢ a share, compared with \$313,390 or 31¢ a share.

STERLING NET UP

NEW YORK—Net profit of Sterling Drug, Inc., and subsidiary companies for the six months ended June 30 was \$7,829,004, after all charges and provision for federal and foreign income taxes, James Hill, Jr., chairman and president, has reported. Sterwin Chemicals, Inc., is a subsidiary of Sterling Drug. Sales for the first half of 1950 were \$68,195,281, an increase of 1.3% over the \$67,306,362 for the like period of 1949. The board of directors declared a regular quarterly dividend of 50¢ a share on the common stock, payable Sept. 1 to stockholders of record Aug. 18.

CHARLES H. NICOLL NAMED TO SHELLABARGER'S POST

SALINA, KANSAS—Shellabarger's, Inc., Salina, has announced the appointment of Charles H. Nicoll as bakery flour sales representative for the New England states. A resident of Needham, Mass., Mr. Nicoll has been well known in the allied trades of the baking industry in that section of the country for 15 years.

Mr. Nicoll has most recently been connected with the C. J. Patterson Co. of Kansas City as an eastern representative. Although he continues to represent the Patterson company on the sale of its products in New England, he resigned as a salaried employee as of Aug. 1 in order to handle the Shellabarger line of bakery flours in addition to other bakery specialty items.

Southern Bakers Exposition Plans Completed for Opening on Sept. 17

ATLANTA—Plans for the second biennial Southern Bakers Exposition and Production Conference, sponsored by the Southern Bakers Assn., to be held at the Municipal Auditorium here Sept. 17-19 have been completed, according to E. P. Cline, SBA executive secretary.

"Everything possible is being done to make the show a complete success, both from the standpoint of the exhibitor and the visitor," Mr. Cline reported. The speakers panel will bring together the industry's top-



E. P. Cline
SBA Executive Secretary

EDITOR'S NOTE—A complete list of speakers on the program of the Southern Bakers Exposition and Production Conference appeared on page 42 of the August issue of *The American Baker*.

flight production people—the most capable group of production engineers ever assembled in the South. Exhibits of interest to every baker will be displayed, including the latest models in delivery equipment."

Joseph Hexter, Columbia Baking Co., Atlanta, is serving as general chairman of the affair. The wholesale production conferences have been arranged by J. M. Albright, American Bakeries Co., Atlanta, with Wallace K. Swanson, Columbia Baking Co., serving as co-chairman. The retail production conferences are under the direction of Vaughn Vincent, Vincent's Pastries, Atlanta, with Frank Gant, Quality Bakery, Spartanburg, S.C., and M. C. Fox, Dainty Bakery, Alabama City, Ala., acting as co-chairmen.

The retail bakers' associations of Georgia, Alabama and the Carolinas are joint sponsors of the retailers' conferences and they will hold business and entertainment meetings during the exposition.

Meetings are scheduled to open and close outside of exposition hours, according to the announced plans. The first session for retailers is scheduled of 9 a.m. Sunday, Sept. 17, at the Colonial Stores Bakery at Capitol Square. The opening ses-

sion for wholesalers will begin at 9:30 a. m. at the auditorium.

A joint session for wholesalers and retailers is planned on Sept. 19, featuring Don F. Copell, Wagner Baking Co., Newark, N. J., in a discussion of personnel selection and evaluation. Mr. Copell is the current president of the American Society of Bakery Engineers.

No registration fees or charges will be necessary for anyone interested in attending the exposition and conference, the SBA has announced.



Joseph Hexter
General Chairman

Bachelor of Science degree from the University of Nebraska, where he has also worked toward his M.S. degree in plant pathology. He has spent three summers in field work at out-state experimental stations for the university entomology department. This entailed both biological and economic problems of agricultural insect pests. Mr. Brunken served as a ground crewman in the Army Air Corps during World War II.

—BREAD IS THE STAFF OF LIFE—

A. P. STRIETMANN NAMED FELBER BISCUIT PRESIDENT

COLUMBUS, OHIO—Directors of the United Biscuit Co. of America have named A. P. Strietmann, Cincinnati, president, and Ray L. Woerner, Columbus, vice president and general manager of the Felber Biscuit Co. division in Columbus.

Mr. Woerner has been with Felber Biscuit since 1937, and previously was general manager and treasurer, serving under the late president, Thomas M. Davis. Felber operates distributing warehouses at Canton and Martins Ferry, Ohio, as well as in Massachusetts, Rhode Island, New Hampshire and Maine. Zesta crackers, in a four-in-one pound carton, is produced by both Felber and Strietmann.

—BREAD IS THE STAFF OF LIFE—

VIRGINIA BAKERS PLAN BREAKFAST FOR GROCERS

RICHMOND, VA. — The Virginia Bakers Council is planning another "Break Bread with Your Baker" breakfast at the Oct. 15-17 convention of the Virginia Independent Food Dealers Assn. The meeting will be held at Hotel Roanoke, Roanoke.

The breakfast, at which the bakers' group will be host to the grocers, is planned for the morning of Oct. 17. Following the affair, the first event on the morning business session of the convention will be a talk by George N. Graf, director of merchandising for the Quality Bakers of America Cooperative, New York.

The council will also have an exhibit of photographs of outstanding baked goods displays in retail food stores, according to Harold K. Wilder, executive secretary of the council. In the model store, which will be a part of the convention, the group will display a model bakery department.

SBA Convention Planned for Palm Beach in '51

ATLANTA—The 37th annual convention of the Southern Bakers Assn. will be held May 6-9, 1951, at Palm Beach, Fla., according to a recent SBA announcement. The Palm Beach Biltmore will be the headquarters hotel for the affair. Howard N. Markley, Rogers Bakeries, Inc., West Palm Beach, will be general chairman for the convention.

—BREAD IS THE STAFF OF LIFE—

DIET-RITE CO. FORMED TO MARKET BAKED ITEMS

NEW YORK—Lewis K. Neff, former assistant purchasing agent for General Baking Co., and Dr. Eugene Sagi have formed the Diet-Rite Co. to market "double-strength protein bread," and to distribute special diet items which are made in the company's own bakery. The company is producing dessert cookies, cocktail biscuits and melba toast with low calorie content. These were developed by Dr. Sagi, former operator of a baking company in Budapest, Hungary.

The products of the Diet-Rite Co. are being marketed under the "Slim Brand" trademark. According to Mr. Neff, the dessert cookies contain only 9 calories per cookie, compared with 40 in the conventional product. The

cheese cocktail biscuits contain only one calorie, against 16 in the usual product, while the melba toast shows only 7 calories per slice, compared with 26 in regular melba toast.

National distribution through grocers and delicatessens is the aim of the new company located at 5-34 50th Ave., Long Island City, N.Y.

—BREAD IS THE STAFF OF LIFE—

DEMONSTRATION PLANNED BY TRI-STATE RETAILERS

NEW ORLEANS—The newly-organized retail division of the Tri-State Bakers Assn. will hold a one-day demonstration for retail bakers at Rutland's Bakery, Birmingham, Ala., Sept. 13. Decision was reached by officers of the division at the annual meeting of the association's officials here Aug. 3.

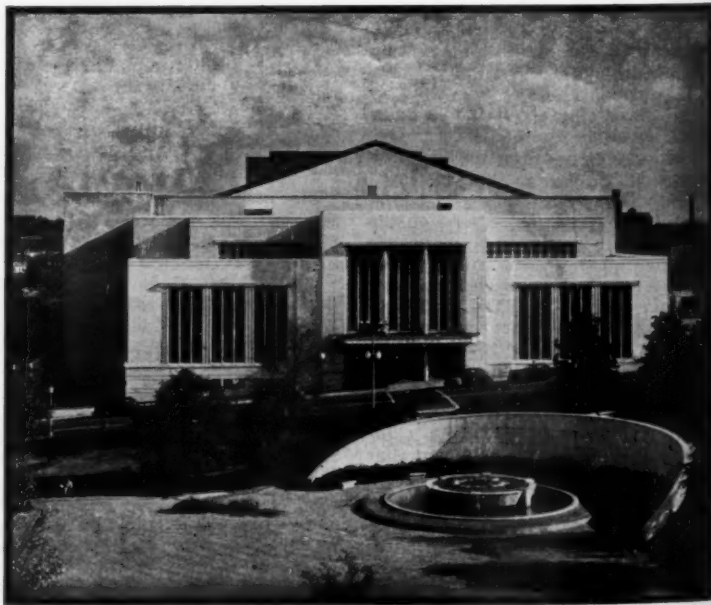
The demonstration, which will run from 10 a. m. to 4 p.m., will be a practical demonstration of coffee cake and sweet-raised goods by Paul Busse, Anheuser-Busch, Inc., St. Louis, according to Sam Marshall, Marshall Elektrik Maid Bake Shops, Mobile, Ala., president of the retail division.

Ray Rutland, Rutland's Bakery, Birmingham, vice president of the retail group, will be in charge of the affair. Members and nonmembers, bakers and allied men and their wives have been invited to attend. There will be no charge or registration fee. No entertainment is planned.

The demonstration is the first of a series of meetings to be sponsored by the retail division of the Tri-State association.

EDWIN L. BRUNKEN JOINS AIB SANITATION STAFF

CHICAGO — Edwin L. Brunken, Lincoln, Neb., has joined the staff of the department of sanitation of the American Institute of Baking as a sanitarian. A member of the American Association of Economic Entomologists, Mr. Brunken received his



EXPOSITION SITE—The second biennial Southern Bakers Exposition and Production Conference, sponsored by the Southern Bakers Assn., will be held Sept. 17-19 at the Municipal Auditorium (above) in Atlanta.

something for everyone

SOMETHING GOOD

They're ALL good . . . these fine HUBBARD
flours that are keyed to ALL requirements of
buyers everywhere. Just state YOUR need . . .
one of these outstanding HUBBARD flours will
meet it to perfection!

Take SUPERLATIVE and SONNY HUBBARD, for
example. They're known far and wide as fine
Spring-wheat flours that are just about fool-
proof for the smaller baker. Nice to know,
isn't it? Nice to rely on, too!

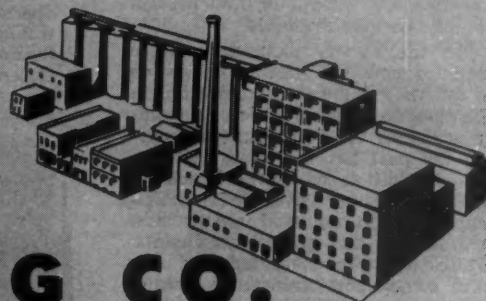
Sonny Hubbard
Spring Maide
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*Remember, whatever
YOUR need, there's a
fine HUBBARD flour
to meet it.*



HUBBARD MILLING CO.

MANKATO, MINNESOTA • AMBRIDGE, PENN.



Cereal Chemists Release Final Report on '51 S.W. Wheat Crop

KANSAS CITY—The following report on the 1950 wheat crop in the Southwest was released last month by the Southwest Cereal Chemists Crop Reporting committee. The committee's report, signed by R. B. Potts, pointed out that several factors stand out in a summarization of the crop:

"The crop started out in Texas and Oklahoma showing the effect of the severe drought conditions which prevailed all winter and spring. The crop was short, and yields were low, in fact the harvest was over before it was realized just how small the total production was to be from this area. The high plains sections of Texas and Oklahoma were practically total failures, except for an area in northwest Texas where, with the help of irrigation, a sizeable amount of high protein wheat was produced.

"Later spring rains caught the maturing wheat at about the southern Kansas line and greatly benefited the yield from there on northward, with a result that Kansas raised its total production from the early crop estimates by several million bushels. This gave wheats well filled and of good test weights ranging from 61-63 lb. bu. Later rains interfered with the harvest along the northern boundaries of Kansas, with the result harvest was much delayed, some damage such as bleaching and lower test weights resulting from wheat originating in this area and extending into Nebraska. Colorado seemed to escape this wet harvest in its northeastern section.

"The final result of these weather conditions, however, produced a crop much higher in test weight than the extreme low recorded on the 1949 harvest. Test weights for the whole area will average 60 lb. bu., which will result in a return to normal in milling procedure as far as flour yields and percentages are concerned. Maintaining a uniform product should be greatly simplified for the entire milling industry of the southwest.

Protein Content Up

"The second point concerning this 1950 crop that should be pointed out is the increase in protein content over the last two previous crops. The protein range is from 9.5% to 15%, with Oklahoma averaging 13.1, Kansas 12.85, Nebraska 12.6, and Colorado 12.95 on samples tested by the committee. This protein increase will be welcomed by millers and bakers alike, and should be reflected in bake shop performance through the coming year. There were some comments by members of the committee that producers of low protein family and bakers flours will find it somewhat difficult to procure available wheats for their requirements at former protein levels, and may be forced to grind these higher protein wheats unless more wheats of low protein content become available.

"In the variety picture, we have seen no new varieties being grown in quantity, but rather a shifting in the amount raised of some of the older varieties. We have witnessed during the past harvest almost the total elimination of Early Blackhull and its place taken over by Early Triumph, a much improved variety from both millers' and bakers' standpoints. While its curve characteristics may have some shortcomings, its baking and milling qualities are a decided improvement over Early Blackhull. Pawnee seems to be the predominant

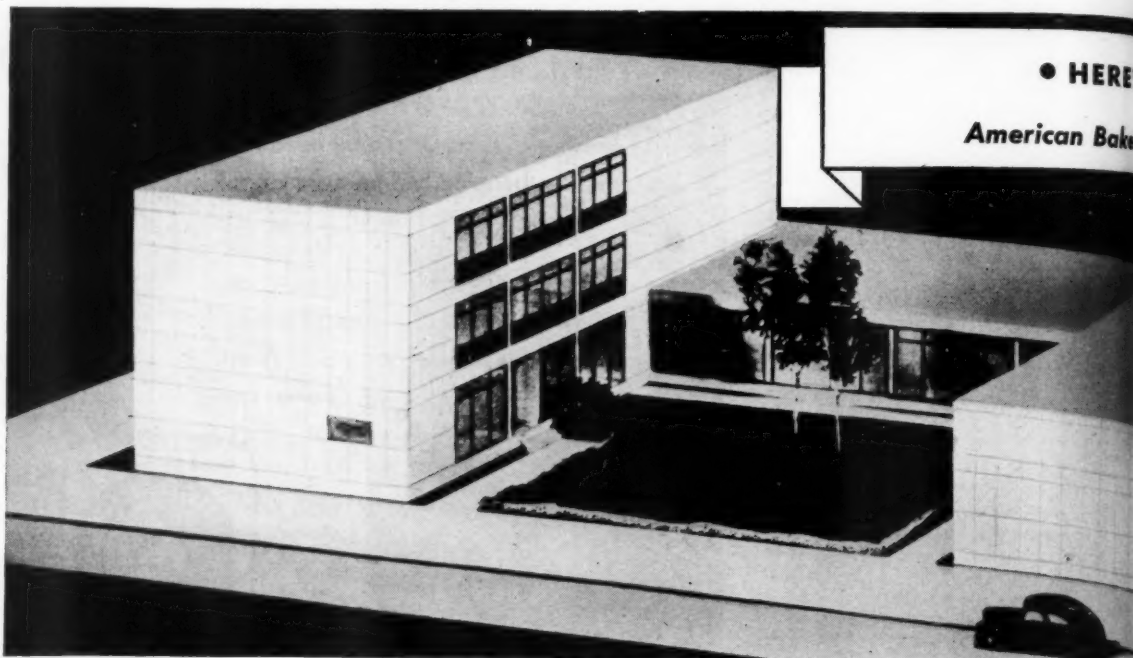
variety through the central and eastern areas, while the longer mixing varieties of Comanche, Cheyenne, and Turkey types are prevalent in the northwestern areas of Kansas and western Nebraska. Considerable Wichita wheat was grown this crop in western and west central Kansas. This variety has a fair curve and good baking characteristics.

"ASH content of flours on this crop

will not be materially different from those of last year. The early maturing varieties did not have the low ash content recorded last year, and a large section of central Kansas has produced a high ash crop, tapering off slightly to the north, and as a result we have considerable quantity of high ash wheats and less low ash wheats with which to blend them down. This condition exists regardless of variety and can probably be attributed to the higher protein wheats raised through the southwest. However, less variation in ash is expected this crop, due to the inherent better milling qualities of the heavier test

weight wheats. Milling yields will be decidedly lower on this crop, but not as low as the heavier test weights might indicate, as bran appears to be thick and hard to clean up in many instances.

"ABSORPTION seems to be averaging slightly higher, taking the area as a whole. Some committee members contend in certain localities the absorption will be as much as 2% higher, but with wet harvest conditions encountered in the northern areas absorption has declined over that encountered early on the crop which was harvested under dry weather conditions, and the over-all picture



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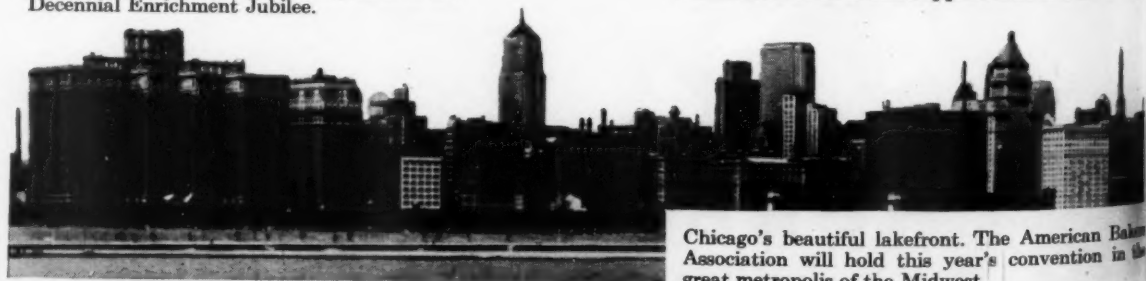


At convention headquarters, at the Hotel Sherman, one of Chicago's famous hotels, bakers will be briefed on the latest developments and future plans of the baking industry such as the Decennial Enrichment Jubilee.

• The makers of Fleischmann's Yeast again salute the American Baking Industry. This time on the occasion of the grand opening of the new American Institute of Baking Building which will take place during the week of the American Bakers Association Convention.

Every baker attending the convention will want to visit this magnificent new building. Here, you'll find one of the finest food institutes in the country dedicated to continuous baking research and education.

It is through this Institute and the American Bakers Association Conventions that bakers can exchange the ideas, information and techniques that contribute so much to better baked goods for consumers and better business for themselves. Every year there has been an ever increasing support of Baking Industry Associations and their efforts. It is this support that has made the



Chicago's beautiful lakefront. The American Bakers Association will hold this year's convention in the great metropolis of the Midwest.

seems to be for a slight increase over last year in the matter of absorption.

"New flours respond well to both Chlorine and Dyox bleaches and they will not require a heavy treatment for proper maturing. The customary amount of Benzoyl Peroxide will be needed; varying according to individual customer requirements.

"Malt requirements are less than last year, and less will be needed to bring flours up to accepted levels as measured by Gassing Power, Maltose, or Amylograph. Individual mills will adjust their flours to the requirements of the trade. The one excep-

tion to this is the wheats harvested in southern Oklahoma and Texas, where a higher amount of malt flour will be needed to bring their flours up to accepted levels.

"Mixing time of this new crop will continue short and somewhat critical when looking at the crop from standpoint of general average. Individual mills will, however, select the longer mixing type wheats for their bakery flour blends as demanded by their individual trade. There seems to be a much larger area producing these longer mixing type wheats than on the last several crops, so, again this

characteristic will be reflected by wheat selection.

"Fermentation time will remain about the same as on the previous crop. Sponge time may vary from 3½ to 5 hours, with about a 4-hour average for best results. The new flours do not seem critical in this respect.

"Sponge percentages will vary with the individual baker, according to his trade requirements, the range being from 60 to 70%, with a slight tendency to the latter figure, due to higher protein content of this year's flours.

"Yeast food requirements will be

AIB BUYS SITE FOR DORMITORY

CHICAGO—The American Institute of Baking has purchased a site on the near north side for a dormitory building for students of its school of baking, Howard O. Hunter, executive vice president has announced. The property acquired is a vacant lot fronting 74 ft. at 223 E. Ontario St., depth 120 ft. Tentative plans call for a three-story building to accommodate 50 men students, it was reported. Construction plans are being held in abeyance, however, because of the war situation and its possible effect on materials and labor.

about normal for this crop, ranging from .5-.75%, depending again on bakers requirements and type bread desired.

"Loaf volume should be good on this year's flour. The higher protein, better wheat varieties, and well matured crop should all contribute to give a large well piled loaf of bread, having close grain and texture.

"Proof time will remain normal and no change is anticipated in this respect, bearing in mind that best grain and texture are obtained with moderately short proof.

"Floor time remains the same, unless mixing has been carried too far, in which case a longer floor time will be needed for adequate recovery of the dough.

"In summarizing this final report by the Southwest Cereal Chemists Crop Reporting Committee, we feel that the Southwest has raised a wheat crop in 1950 that is close to normal for this area and will require a very minimum of adjustments in both the milling and bake shop to produce the quality products to which we have long been accustomed."

—BREAD IS THE STAFF OF LIFE—

Visiting U.S. Baker Impressed by Europe's Hard Rolls

CHICAGO—Arthur Luxem, general manager of the H. Piper Co., Chicago wholesale baking firm, recently returned from a trip to Europe and reported he was impressed by the "delicious" hard rolls produced by the bakers there. Mr. Luxem visited 29 cities throughout France, Switzerland, Italy, Germany, Luxembourg, Belgium and England.

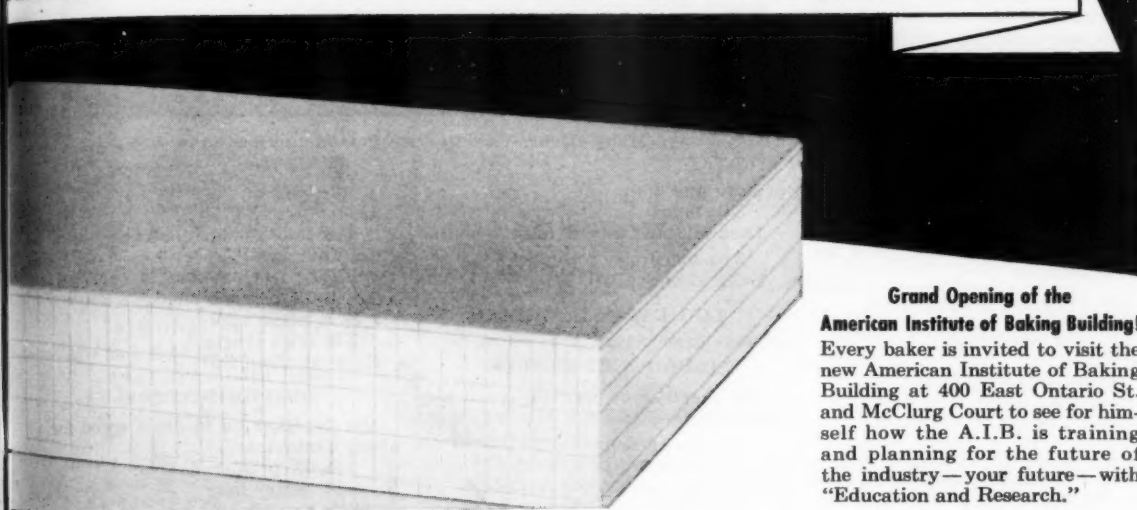
"I found the most gracious and friendly people among the baking trade," he reported. "They extended every hospitality and readily answered all questions that seemed to be so interesting to me. American bakers may wonder how the foreign bakers have been able to succeed so well with so little to work with. They use no sugar; flour in most cases is a very poor grade at 80% or more extraction; they have no shortening. But they have done very well as far as hard rolls, French bread and pastry are concerned.

"I saw very little plain bread used and what I did see, I did not consider good. The thing that impressed me so, were their hard rolls, which were delicious, delivered on a bicycle, or picked up within five hours after they were baked.

"Their pastry is delicious and beautiful. They spend a great deal of time in decorating and I have seen no pastry that has more time spent on in decorating than they do, particularly throughout Paris and London."

ONE CONVENTION YOU WON'T WANT TO MISS!

Baking Association Convention, Hotel Sherman, Chicago, Friday to Wednesday, Oct. 13-18



Grand Opening of the

American Institute of Baking Building!

Every baker is invited to visit the new American Institute of Baking Building at 400 East Ontario St. and McClurg Court to see for himself how the A.I.B. is training and planning for the future of the industry—your future—with "Education and Research."

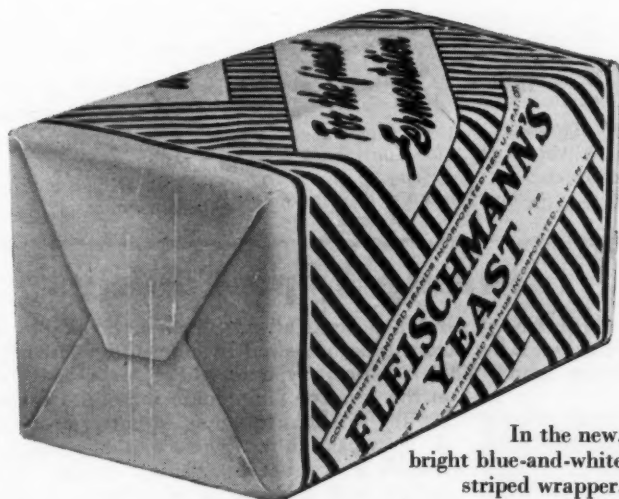
THE INSTITUTE HELPS YOU

Baking Industry the fine leader it is today. Attending the October convention is one excellent way to cooperate and support.

Bakers will profit by a visit to this convention

Less than 100 years ago, only 10% of the bread eaten in America came from bakers. Today, over 90% of the city families buy bakers' bread. Twenty-three years ago, 19% of the American housewives bought sweet yeast-raised products from bakers. Today, 89% of them buy all or some of the sweet yeast-raised goods from bakers.

This is the business bakers have won. This is the business bakers want to keep . . . want to build . . . with baked goods that are better in quality, in flavor, in freshness. And, at this year's A.B.A. convention, bakers will be able to bring themselves up to date on the latest developments in the trade, to help them bake still better products . . . and sell still more of them!



In the new, bright blue-and-white striped wrapper.

The Makers of FLEISCHMANN'S YEAST

Fermentation is our business!



Stamp Type Cookies Are Profitable

★ ★ ★
**Bakers Can Make the Filled
 Cookie Jar a Must in Every
 Home—Variety is Easy to Get**

★ ★ ★
By A. J. VANDER VOORT
 Technical Editor, The American Baker

TUTTI-FRUTTI COOKIES

Cream together:

1 lb. 12 oz. granulated sugar
 1 lb. 8 oz. shortening
 1 lb. butter
 1/2 oz. soda
 1 oz. salt
 Vanilla and lemon to suit

Add gradually:

8 oz. whole eggs

Sieve and add:

3 lb. 12 oz. pastry flour

Then add and mix in until smooth:

1 lb. 4 oz. fine chopped mixed peel

Cut into pieces of desired size.
 Place on lightly greased pans and
 then use a stamp to press down. Bake
 at 375° F.

PEANUT BUTTER COOKIES

Cream together:

2 lb. brown sugar
 1 lb. 8 oz. corn syrup
 1 lb. 10 oz. shortening
 1 lb. 12 oz. peanut butter
 1 1/2 oz. salt
 1 oz. soda
 Vanilla to suit

Add gradually:

12 oz. whole eggs

Stir in:

4 oz. milk

Sift, add and mix in:

4 lb. 8 oz. pastry flour
 Bake at about 360° F.

CHOCOLATE CHIP COOKIES

Cream together:

1 lb. 12 oz. powdered sugar
 1 lb. 4 oz. brown sugar
 1 lb. 4 oz. shortening
 8 oz. butter
 1 oz. salt
 1/2 oz. soda
 Vanilla to suit

Add gradually:

1 lb. whole eggs

Stir in:

8 oz. milk

Sift, add and mix in:

3 lb. 6 oz. bread flour

Then add:

4 lb. chocolate chips
 1 lb. chopped pecans or walnuts
 Bake at about 360° F.

CROCAN COOKIES

Cream together:

2 lb. granulated sugar
 1 lb. 8 oz. brown sugar
 1/2 oz. mace
 2 lb. shortening
 1 oz. salt
 3 oz. milk solids (non-fat)
 1 1/4 oz. soda
 Vanilla to suit

Add gradually:

12 oz. honey

Stir in:

8 oz. whole eggs

Then add:

1 lb. 8 oz. water

Add and mix in until smooth:

6 lb. 8 oz. pastry flour
 Bake at about 360° F.

NUT CINNAMON COOKIES

Scale into a mixing bowl and mix
 for about 2 minutes on medium speed:

1 lb. 12 oz. brown sugar
 1 lb. 12 oz. granulated sugar
 2 lb. shortening
 12 oz. butter
 1 oz. salt
 4 lb. 12 oz. pastry flour
 1/2 oz. soda
 1/2 oz. cinnamon
 8 oz. ground nuts
 1 lb. whole eggs
 Vanilla to suit

Bake at about 360° F.

RAINBOW ICEBOX COOKIES

Mix together on medium speed for
 about 2 minutes:

1 lb. 12 oz. powdered sugar
 1 lb. butter
 1 lb. 8 oz. shortening
 1/2 oz. salt
 3 lb. 14 oz. pastry flour
 8 oz. whole eggs
 Vanilla to suit

Color the dough in various colors
 and roll into strands about 1 1/2 to 2
 in. in diameter. Place in a refrigera-
 tor until chilled if desired and then
 cut into about 1/2 in. thick pieces.

Make impressions with dockers and
 bake at about 375° F.

DUNDEE COOKIES

Cream together:

2 lb. 8 oz. brown sugar
 1 lb. 12 oz. shortening
 1 oz. salt
 1 1/4 oz. soda
 1/2 oz. nutmeg
 Vanilla to suit

Add gradually:

1 lb. whole eggs

Stir in:

8 oz. milk



Many Cookie Varieties are Possible with Stamps

Sieve and add:

3 lb. flour

Then add and mix in until smooth:

12 oz. macaroon coconut

Bake at about 360° F.

LOG CABIN COOKIES

or

ROUGH AND READYS

Mix together on medium speed for
 about 2 minutes:

6 lb. cookie flour
 3 lb. sugar
 1 1/2 lb. butter
 1 lb. whole eggs
 4 oz. yolks
 1 qt. milk
 1 oz. soda and
 2 oz. cream of tartar or
 4 oz. baking powder
 Flavor—vanilla or lemon

This formula will give soft dough.
 Drop pieces of desired size into pow-
 dered sugar, set them on greased pans
 and mark crosswise with fork or card-
 board.

Bake in 360 to 375° F.

SCOTCH SHORTBREAD

Mix together on medium speed for
 about 2 minutes:

2 lb. 8 oz. 4X powdered sugar
 4 lb. shortening

1 lb. butter

1 1/2 oz. salt

4 oz. milk solids (non-fat)

1/4 oz. soda

Flavor to taste

9 lb. 12 oz. pastry flour

8 oz. whole eggs

1 lb. milk (variable)

Bake at about 360° F.

BRIDGE WAFERS

Mix together on medium speed for
 about 2 minutes:

5 lb. 4X powdered sugar
 6 lb. pastry flour
 3 lb. 8 oz. shortening
 1/4 oz. soda
 2 1/2 oz. salt
 1/2 oz. cinnamon
 8 oz. milk solids (non-fat)
 1 lb. molasses
 1 lb. water (variable)
 Flavor to taste

DUTCH COOKIES

Mix together on medium speed for
 about 2 minutes:

3 lb. brown sugar
 3 lb. shortening
 1 lb. butter
 1 oz. salt
 Flavor to taste
 6 lb. pastry flour
 1 lb. liquid milk (variable)
 Bake at about 360° F.

MAPLE NUT COOKIES

Cream together:

1 lb. 12 oz. brown sugar
 1 lb. 4 oz. shortening
 1 lb. butter
 1/2 oz. soda
 1 oz. salt
 Maple flavor to suit

Add gradually:

8 oz. whole eggs

Sieve and add:

3 lb. 10 oz. pastry flour

Add and mix in until smooth:

12 oz. chopped pecans
 Bake at about 360° F.

ROCK COOKIES

Mix together:

2 lb. 8 oz. granulated sugar
 1 lb. 4 oz. shortening
 1/2 oz. ammonia
 1/2 oz. salt
 Lemon to suit

Add gradually:

8 oz. whole eggs

Stir in:

8 oz. milk

Stamp Type Cookies

COOKIES of all types have always been a profitable item for bakers. They are a type of baked product that is nearly a must in every home. This is especially true where there are youngsters in the family. The cookie jar is the favorite spot in the kitchen for that in-between-meal snack. A showcase filled with eye appealing cookies makes a wonderful display in any store. The baker with the use of a variety of stamps can readily make an attractive assortment. These cookie stamps may be purchased from various supply houses or can readily be made by anyone handy at wood working. While eye appeal is very important, it is also necessary to use good formulas. The cookies must be carefully baked so that their fine flavor will not be harmed in any way. While butter is called for in a number of the formulas, it may be replaced, if desired for some reason or other, by using for each pound of butter 13 oz. shortening, 2 1/2 oz. milk and 1/2 oz. salt. There are on the market today a number of excellent butter-like flavors that may be used to replace the flavor of butter with very good results.



A. J. Vander Voort

Sieve, add and mix in until smooth:
4 lb. pastry flour
Bake at about 360° F.

SPICE COOKIES

Mix together on medium speed for about 2 minutes:

1 lb. granulated sugar
1 lb. brown sugar
1 lb. 2 oz. shortening
¾ oz. soda
1 oz. salt
½ oz. cinnamon
½ oz. ginger
4 oz. whole eggs
10 oz. milk
8 oz. molasses
3 lb. 8 oz. pastry flour
Bake at about 360° F.

LIGHT FRUIT COOKIES

Cream together:

1 lb. granulated sugar
1 lb. powdered sugar
1 lb. shortening
¾ oz. salt

Add:

6 oz. malt

Add gradually:

12 oz. whole eggs

Stir in:

6 oz. milk

Sift together and add:

3 lb. 4 oz. pastry flour
2¼ oz. baking powder

Add and mix in until smooth:

10 oz. seedless raisins
10 oz. currants
Bake at about 375° F.

COCONUT TAFFEEES

Mix together:

1 lb. 4 oz. granulated sugar
1 lb. powdered sugar
8 oz. shortening
¾ oz. salt
¾ oz. soda
¾ oz. cinnamon
Vanilla to suit

Add:

12 oz. molasses

Mix in:

4 oz. whole eggs

Stir in:

12 oz. milk

Then add and mix in until smooth:

8 oz. macaroon coconut
3 lb. pastry flour
Bake at about 360° F.

COCONUT COOKIES

Cream together:

2 lb. 8 oz. powdered sugar
1 lb. butter
1 lb. 8 oz. shortening
2 lb. 8 oz. macaroon coconut
¾ oz. salt
Vanilla to suit

Add gradually:

1 lb. 4 oz. whole eggs

Then add:

6 oz. milk

Sieve together, add and mix in:

5 lb. pastry flour
¾ oz. baking powder
Bake at about 360° F.

SHORTBREAD COOKIES

Cream together:

1 lb. 12 oz. powdered sugar
1 lb. 8 oz. shortening
1 lb. butter
½ oz. salt
Lemon to suit

Add:

8 oz. whole eggs

Sieve, add and mix in until smooth:

3 lb. 14 oz. pastry flour
Bake at about 360° F.

PECAN DELIGHT COOKIES

Cream together:

4 lb. brown sugar
2 lb. 8 oz. shortening
1 lb. butter
1¼ oz. salt
2 oz. soda

2 lb. 4 oz. macaroon coconut
Vanilla and maple to suit

Add gradually:

14 oz. whole eggs

Sieve, add and mix in:

5 lb. 4 oz. pastry flour
1 lb. 8 oz. chopped pecans
Bake at about 360° F.

OATMEAL COOKIES

Mix together on medium speed for about 2 minutes:

1 lb. 12 oz. granulated sugar
1 lb. powdered sugar
2 lb. shortening
¾ oz. soda
1¼ oz. salt
¼ oz. cinnamon
1 lb. 8 oz. ground raisins
1 lb. 4 oz. fine ground oatmeal
8 oz. chopped walnuts
3 lb. 8 oz. pastry flour
10 oz. whole eggs
14 oz. milk
Bake at about 360° F.

WALNUT SPECIALS

Cream together:

2 lb. 8 oz. granulated sugar
2 lb. powdered sugar
4 lb. 8 oz. shortening
¼ oz. ammonia
1¼ oz. salt
Vanilla to suit

Add gradually:

1 lb. 8 oz. whole eggs

Add:

6 oz. milk

Sieve and add:

7 lb. 8 oz. pastry flour

Then add and mix in until smooth:

12 oz. chopped walnuts

Bake at about 360° F.

DUTCH MACARON COOKIES

Cream together:

3 lb. granulated sugar
1 lb. 8 oz. shortening
12 oz. macaroon coconut
8 oz. ground raisins
1¼ oz. soda
1½ oz. salt
¼ oz. nutmeg
Vanilla to suit

Add gradually:

8 oz. whole eggs

Stir in:

14 oz. milk

Then sieve, add and mix in until smooth:

4 lb. 8 oz. pastry flour

Bake at about 360° F.

RAISIN OATMEAL COOKIES

Cream together:

2 lb. granulated sugar
1 lb. brown sugar
1 lb. 8 oz. shortening
¾ oz. cinnamon
1 oz. salt
1 oz. soda
½ oz. ammonia
Vanilla to suit
1 lb. 4 oz. ground raisins

Add:

2 oz. malt syrup

Stir in gradually:

8 oz. whole eggs

Add:

8 oz. water

Then add and mix in until smooth:

1 lb. 8 oz. fine ground oatmeal
3 lb. pastry flour
Bake at about 360° F.

BUTTERSCOTCH COOKIES

Scale into a mixing bowl and mix for about 2 minutes on medium speed:

2 lb. granulated sugar
2 lb. brown sugar
3 lb. shortening
1 lb. 8 oz. whole eggs
1½ oz. salt
6 lb. pastry flour
Vanilla to suit
Lemon to suit
Bake at about 360° F.

Questions and Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort
Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

Fried Pies

Will you give me a formula that will help in making crust for small fried pies? P. B., S.C.

The following recipe might do the trick:

DOUGH FOR FRIED PIES

Scale into a mixing bowl and rub together well between the hands, the same as for regular pie dough:

4 lb. pastry flour
1 lb. 3 oz. shortening
1½ oz. salt

Next make a bay in the center of the mixture and add:

1 lb. 4 oz. ice cold water

Then mix the whole mass together so that a smooth dough is obtained. This dough can be used at once but will produce a better crust if it is allowed to stand an hour or more in a cool place.

Pie Crust

I am having difficulty making a good pie crust—I have tried all ways up and down the scale but am still not satisfied. W. V., Cal.

I would like to suggest the following formula:

10 lb. pastry flour (unbleached)
7 lb. 8 oz. shortening
3½ oz. salt

Rub this together and then add and mix in:

3 lb. 8 oz. water

In order to obtain a mealy crust, the flour, shortening and salt should be rubbed together thoroughly. For a flaky crust, the mixture should be

rubbed less and small lumps of fat should remain. After the water is added, do not mix any more than absolutely necessary to hold the mixture together. A slight variation in water may have to be made, depending upon the mixing procedure used. For a mealy crust, somewhat less water will be needed as a larger number of flour particles will be coated with fat.

After the dough is mixed, allow to rest for 6 to 8 hours in a cool place.

I am sure that you should not have any difficulty obtaining a good, tender crust by using the above procedure.

Meringue Is Weak

Would you tell us what is wrong with our Swiss meringue? It is so weak and fragile that when we make swans, etc., the wings break very easily. Our formula is:

1 qt. egg whites
4 lb. granulated sugar

Heat over hot water until 150° F., beating constantly. Put in mixer and beat with wire whip at high speed for 15 min.—leave mixer running at low speed while using.—H. M. S., Neb.

The following formulas should correct your difficulty. It is not necessary to leave the mixer running at low speed while using the meringue.

MERINGUE (COLD PROCESS)

Beat light:

3 lb. powdered sugar
1 pt. egg whites
A pinch of cream of tartar
A pinch of salt

When beaten add flavor to suit. Run out into various shapes on greased and dusted pans or paper.

BOILED MERINGUE

Boil to 240° F.:

3 lb. granulated sugar
1 pt. water

Then beat light:

1 pt. egg whites
A pinch of cream of tartar
A pinch of salt.

Add the boiled mass slowly while the whites are beating.

Beat until mass stands up good.

Then add flavor to suit.

Run out into various shapes on greased and dusted pans, or paper.

Cookie Production Pointers

● After the dough has been mixed, it should be rolled into strips about as big around as a half dollar. They should then be cut either with a knife or scraper into pieces of desired size and placed on the pans. After allowing them to sit around for a while (which is done to eliminate some of the stickiness) they may then be stamped.

● The baker having a large refrigerator can make up doughs large enough so that he can make fresh cookies two or three days in a row. He can make the strips and place them on pans and store them in the refrigerator until needed. The strips should be allowed to warm up somewhat before they are sliced.

● It is of the utmost importance that the cookies are not cut too thick. A thin cookie will have a superior flavor due to the fact that during the baking period some of the sugar in the cookie dough will have a chance to caramelize slightly.

Worker Safety . . .

. . . A Common Ground

Labor's Attitude Toward Safety Codes

By James G. Cross

**Bakery & Confectionery Workers'
International Union of America**

LABOR unions traditionally have, until comparatively recent years, been content to leave the province of worker safety primarily in the hands of management.

Organizations of working men had their genesis in men's desires to increase their wages and better their working conditions through collective bargaining. In addition to that primary function, labor unions continually had to devote much of the available time and manpower to organizational efforts. This demanded much in time and money because organized labor had not been "recognized;" either in the minds of management or by the laws of the land. It was not until 1935 that the U.S. government, through the National Labor Relations Act, also known as the Wagner Act, took formal legislative cognizance of the existence of labor unions in this country.

In the past, organized labor, as a whole, has not been too active in the field of worker safety. It is understandable, however, in view of the conditions just outlined. When you are engaged in battling for your existence, you don't have much time to devote to the better things in life.

In recent years labor has worked for improvements in safety conditions, primarily through pressing for more and better safety regulations and laws. These measures have largely been aimed at those which might rightly be called "hazardous occupations." These include mining, seafaring, quarrying, railroading and, recently, even commercial aviation.

Regulations Called For

In these respects, labor has served not only itself, but industry and the public welfare as well, since it is in most instances, extremely difficult to maim or kill a workman without damaging equipment and killing or injuring the public.

Wage earners naturally were the first people to call attention to industrial accidents and diseases. They dealt with some problems by trade union action and later sought to deal with others by legislation. Among their first activities was an effort to regulate or prevent tenement house

production of goods in the days of hand work, when cigars and dresses were made in tenement house apartments under most undesirable conditions. In the early eighties the New York Tenement House Work Regulation Act was enacted and both Samuel Gompers and Theodore Roosevelt were actively interested in the New York state legislation.

One of the first safety laws mentioned in American Federation of Labor records was the Automatic Coupler Federal Law of 1893 for the enactment of which the American Federation of Labor cooperated with the railroad brotherhoods.

In 1897, by the same method, the Safety Appliance Act was secured. In the same year the executive council began to agitate for factory inspectors in all states.

Guards on Machinery

In 1901 the federation urged the enactment of state laws to compel owners of machinery to use prescribed accident prevention devices on machinery.

In 1904 the federation urged all central bodies to secure municipal and state ordinances requiring safeguards for the lives of those employed in building, construction and repair work.

In 1905 the AFL spoke for central and state bodies to cooperate with

electricians in securing safety legislation. In 1906 it urged enforcement of existing safety laws.

In 1910 it began urging federal legislation to provide supervision of locomotive boiler inspection. Safety laws were urged in all mining states and finally in 1911 the U.S. Bureau of Mines was created. The Bureau is responsible for promoting accident prevention and developing rescue work.

In 1912 the federation urged Congress to establish a museum of safety to prevent injuries to the health as well as bodies of workers.

In 1914 the federation urged the making of safety provisions on railroads compulsory and also urged more adequate equipment for loading and unloading vessels. In 1913 the federation and the Seamen's Union began agitating for safety of life at sea and advocated measures for improvement in ship construction and equipment, life boats, signal apparatus, et cetera, and also urged more life boats and thorough training for their use.

In the field of industrial hygiene, in addition to tenement house legislation, the federation has urged standards of sanitation in the transportation of mail and local postoffices.

In 1895 the state laws for inspection of bake shops and their regulation were urged.

Child labor was a leading cause of industrial accidents. Children, without the fear of injury which comes only with the advancing years, cannot be made to comprehend the dangers of being hurt. They cannot be made to reason. They are possessed of curi-

EDITOR'S NOTE—Mr. Cross is general secretary-treasurer of the Bakery & Confectionery Workers International Union of America and is a member of the Z-50 committee of the American Standards Assn., representing labor. In 1934 he started to work for Farm Crest Bakeries, Inc., Detroit. In the fall of 1936 he was elected president of Local Union 20 in Detroit. He was elected to the international union's general executive board in 1941. In July, 1948, he was appointed by the general executive board as assistant general secretary-treasurer and served in that capacity until he was elected general secretary-treasurer this year. The code referred to is the ASA Z-50 safety code for bakery equipment sponsored by the American Society of Bakery Engineers.

osity, daring, and an unusual ability to daydream.

Another method labor has adopted of increasing industrial safety has been through "hours legislation," part of wage-hour regulations. A work-weary man is much more prone to be injured than is an alert worker, putting in a reasonable number of hours every work-day. Fatigue has been generally recognized as one of the great "killers" in industrial accidents. No one today would think of allowing a railroad engineer to put in 18 hours a day. The number of hours per month that airline pilots may fly is rigidly controlled. There is

(Continued on page 72)

The Worker's Share in Bake Shop Safety

By Peter H. Olson

SOMEONE once said in commenting on another man's speech, "Part of what he says is true and part of what he says is new, but what's true isn't new and what's new isn't true."

I am not at all sure that anything here will be new. So much has been said on safety that I recommend action instead of words from here on in.

Whenever someone is killed or injured in an industrial accident we hear it said, "Well, accidents will happen," but do accidents just happen? I submit to you that accidents don't just happen; someone makes it possible for them to happen.

The Bakery & Confectionery Workers International Union is vitally interested in the elimination of accidents which mean injury or death to workers, and we have initiated and are carrying on a vigorous campaign for safety.

I am happy to report to you that progressive management has exhibited a like interest in safety and considerable progress has been made in the setting up of safety committees and in equipping machines with guards and safety devices. However, there is still a lot to be done and there are still many bakers who apparently are more interested in the

almighty dollar than they are in the safety and health of their employees.

We have seen machines in bake shops and no doubt you have, too, that are completely without guards or safety devices and are ready, without notice, to ensnare and injure or kill an unsuspecting or careless worker.

We have gone to the manufacturers of bakery machinery and asked them, "Why don't you equip the machines you build with proper guards?"

Do you know what their answers have been?

"The baker won't pay the extra cost of putting the guards on the machines."

This is not intended as an indictment against all employers, not at all. I have already said that progressive management is interested in the safety of its employees. Progressive management has found that

safety pays dividends. A minimum of, or the complete elimination of, accidents pays off in uninterrupted production and lower insurance costs.

The Workers' Share

The worker must assume his share of responsibilities, too. There should be safety rules, and every worker must religiously observe them. Simple, every-day common sense rules such as:

- Shut down machines for oiling, cleaning, adjusting or repairing.
- Watch out for burns. Wherever there is heat, there is danger.
- Wash often with mild soap and rinse thoroughly to avoid contracting dermatitis.
- Lift correctly, and when objects are too heavy get help.
- Stand back from discharging mixers.
- Properly pile supplies.
- Keep the floor clean and dry.
- Stop machinery before removing guards and replace the guards before starting the machine again.

Our unions also have a job to do. We advocate the establishment of safety committees and propose that safety committees and safety programs be written into our working agreements. In many instances this has already been done and has been

(Continued on page 74)



ACCIDENTS IN THE BAKERY CAN BE REDUCED

Did you know there is an
American Standard Safety Code
for Bakery Equipment?

YOU CAN GET A COPY FOR \$1.00
by writing to:

AMERICAN STANDARDS ASSN.

70 East 45th Street New York 17, N. Y.

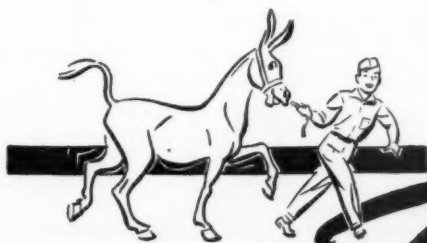
TRY A FIRECRACKER!



"Step-Up" whole-wheat bread sales! Make sure your "wheat" loaf has Moist Crumb, Good Texture and Appetite-Appeal.

Remember—the granulation of whole-wheat flours is coarser than white flours. Therefore, the available gluten must be developed thoroughly to insure Moist Crumb, Good Texture and Appetite-Appeal.

For Maximum Gluten Development—
for Maximum Gluten Hydration—
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KING'S FLOURS

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"CREMO"

Just the Cream of Hard Wheat

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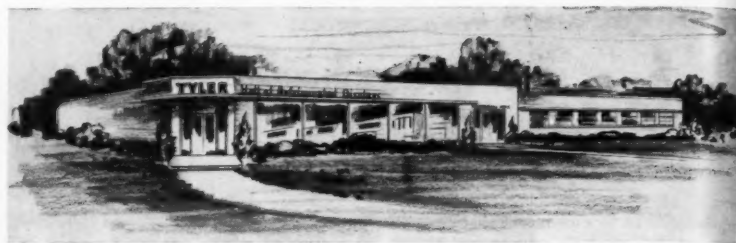
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All Grades

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1000 cwts. Flour—250 cwts. Meal

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WATERTOWN, WISCONSIN



WORK PROGRESSES—Construction work is progressing rapidly on the new building of the Tyler Fixture Corp. at Niles, Mich., which is going up adjacent to the company's modern administrative offices, according to J. B. Hennion, sales promotion manager. The new building, of glass, steel and brick construction, will contain 9,600 sq. ft. of floor space. An architect's drawing of the building is shown above. The new structure will also house the personnel offices, a complete printing and mailing department, a modern store layout department and a large meeting auditorium complete with stage and proper facilities to conduct thorough sales training programs. It is anticipated that the new building will be finished in October, at which time a series of sales meetings will be scheduled. In addition to this expansion, a new warehouse with approximately 12,000 sq. ft. of floor space has been added to the company's subsidiary, the Harder Refrigerator Corp., at Cobleskill, N. Y.

CONTESTS DESIGNED TO PUBLICIZE SAFETY

CHICAGO—A packaged plan showing how to promote interest in safety through contests, with cash prizes paid by the National Safety Council, is offered in the council's 1951 calendar contest kit.

The kit contains a complete instruction booklet, showing how to conduct safety contests in plants, monthly contest posters, streamers and contest bulletins for bulletin boards, reproduction proofs and mats of limerick contest cartoons, sample entry forms for contests, "spot" announcements for public address systems or house organs, and copy for letters and announcements.

Each monthly sheet of the calendar has a human interest color painting and a limerick to be completed by contestants. The simple rules of the contests are printed on the back of the sheets. Practical suggestions for safety in the home, at work or at

play also are printed on the back of the sheets.

The National Safety Council offers cash prizes each month of \$100, \$50 and \$25 and 30 prizes of \$5 for the best last line of the current limerick.

The kit is free with orders for 200 or more calendars, or with smaller quantity orders if the order provides a calendar for each employee.



Milled for those who want only the finest baking qualities ... from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

Gallatin Valley Milling Co.
MONTANA

Flours and Grain

D. R. FISHER, Mgr. BELGRADE, MONT.

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

"DIAMOND D"

A High Grade Baker's Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat

Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

FOR EFFICIENT
BAKERY FUMIGATION...
USE

PESTMASTER
Methyl
Bromide

FOR COMPLETE DETAILS WRITE
MICHIGAN CHEMICAL CORPORATION
SAINT LOUIS, MICHIGAN

UNIFORMITY is the Answer

PRECISION MILLING MEANS PRECISION BAKING

Chances are you, too, have discovered that a quality product is the surest . . . and cheapest . . . way of competing for the consumer's food dollar.

To assure you of quality baked goods, Midland Flours are milled in accordance with precision techniques. From preliminary crop surveys through actual milling processes, *scientific* controls eliminate all guess work and chance . . . assure you of absolutely uniform baking results.

Because there can be no compromise with Midland's precision standards, you obtain greater production savings and baked goods with increased sales appeal.

It's just good business to use precision-milled flours by Midland.



**Town Crier
FLOUR**

PRECISION-MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.**

BAKERY MERCHANDISING

Ice Follies to Promote Baked Products

Bakers of America Program Completes Arrangements

A MODEL, modern bake-shop, complete with numerous bakery products, will come to life on mirror-smooth ice in the 1951 edition of the Shipstads and Johnson "Ice Follies."

This half-hour feature of the show is more than just an eye-catching spectacle—it is a powerful commentary on bakery foods to the American family—the baker's customers. In a novel, simple way, this wonderful show will help sell bakery products and boost the bakers' profits, according to the Bakers of America Program, which set up the tie-in between the baking industry and the Ice Follies.

Beginning Sept. 7, 1950, in Los Angeles, this newest edition of the world-famous annual show will tour approximately 18 cities throughout this country and two in Canada for a total of 44 weeks. More than four million persons in these cities and within a 100-mile radius of them will see this pageant, and will become more bakery products conscious.

This imaginative, colorful extravaganza will be entitled "The Baker's Treat."

Expert skaters, brilliantly costumed, in an ever-changing panorama will depict such bakery treats as bread, cupcakes, doughnuts, apple pie, a birthday cake and gingerbreadmen. In addition to the model bake-shop, this fascinating skit will bring to life most of the basic ingredients that go into the making of bakery products and highlight such utensils as the rolling pin, bakers' program headquarters says.

Such stars as the Scotvold Twins,



A scene from the "Ice Follies" extravaganza spotlighting the place of bakery products in the American home

Frick and Frack, and "Snoopy the Bear" will be present.

Not only will this fabulous ice show boost the baker's sales, but it will also boost the baker himself. It will increase the public's appreciation of the efforts put forth by the baker to give his customers the best products possible—products that are nourishing, tasty and economical.

Six weeks prior to the opening of the show in each of the cities on its schedule, representatives of the mer-

chandising service of the Bakers of America Program will visit the bakers in those cities to show them how to tie-in their publicity with that of the show.

The bakers will be shown suggested radio-station-break announcements, poster ideas, and newspaper layouts which will publicize their products, the bakery skit, and the ice show. This service will bring the national publicity of the Ice Follies down to the "local level of the individual baker."

"This sparkling, sales-building revue was only made possible by the wonderful cooperation between the

staffs of the Ice Follies and the Bakers of America Program," Walter H. Hopkins, director of the program declared. "This is one of the greatest concentrated promotions ever experienced by the baking industry."

"Not only should we feel complimented that the Ice Follies chose the baking industry for the subject of one of its skits, but we should compliment the Ice Follies staff for the wonderful job they did in presenting it."

A complete schedule of appearances of the 1951 edition of the "Ice Follies" has been prepared for the baker's use in planning tie-ins.



APPROVAL—Six attractive bakers approve their popular product—bread—in this scene from "The Baker's Treat," one of the most beautiful of the presentations emphasizing the goodness and attractiveness of baked products during the "Ice Follies of 1951."

Ice Follies' Schedule

Date	City and State	Place
Sept. 7-Oct. 1	Los Angeles, Cal.	Pan Pacific Auditorium
Oct. 5-Nov. 5	Chicago, Ill.	Chicago Arena
Nov. 6-12	Omaha, Neb.	Ak-Sar-Ben Auditorium
Nov. 14-23	Cincinnati, Ohio	Cincinnati Gardens
Nov. 25-Dec. 3	New Haven, Conn.	The Arena
Dec. 5-19	Hershey, Pa.	Hershey Sports Arena
Dec. 25-Jan. 16	Philadelphia, Pa.	The Arena
Jan. 18-Jan. 28	Cleveland, Ohio	The Arena
Jan. 29-Feb. 2	Toronto, Canada	Maple Leaf Gardens
Feb. 4-11	Montreal, Canada	The Forum
Feb. 13-25	Boston, Mass.	Boston Gardens
Feb. 26-March 4	Providence, R. I.	Rhode Island Auditorium
March 6-11	Buffalo, N.Y.	Memorial Auditorium
March 12-19	Pittsburgh, Pa.	The Gardens
March 20-26	Washington, D.C.	Uline Ice Arena
March 28-April 3	Milwaukee, Wis.	(To Be Announced)
April 5-22	Minneapolis, Minn.	The Arena
May 23-June 5	Seattle, Wash.	Civic Ice Arena
June 6-17	Portland, Oregon	Portland Ice Arena
June 20	San Francisco, Cal.	Winterland

ARBA Allied Group Lays Plans for Merchandising Kits

CHICAGO — The allied advisory committee of the Associated Retail Bakers of America met here Aug. 15 to discuss the merchandising plans that are being developed for ARBA members. Harvey J. Patterson, Pillsbury Mills, Inc., Minneapolis, chairman of the group, presided.

The September merchandising kit developed for association members features cherry pie and includes a large poster with the message: "Bakery Products Are Still Your Best Food Buy."

Plans for the October ARBA promotion call for merchandising material on doughnuts, tying in with the National Donut Month campaign. The ARBA kit will contain material on all types of doughnuts, using the slogan: "Have Fun—Donuts for the Family—Get 'em Here."

Reports indicated that the ARBA merchandising kit for August promotions, tying in with the Bakers of America consumer advertisement on angel food cake, was used successfully by many retailers throughout the country.

Mr. Patterson pointed out the desirability of increasing the membership of the allied advisory committee in order that "an unlimited number of allied firms could participate in the affairs of the association."

—BREAD IS THE STAFF OF LIFE—

"Cisco Kid" Show Now Available on Television

The "Cisco Kid," the sales-producing radio program used by many bakers throughout the country, is now being produced for television. Interstate Bakeries, who pioneered the Cisco Kid on radio in its markets, has also acquired the TV series in the TV markets in its terri-

tory. Release dates for the TV series have not been scheduled, but early fall will probably see the show on television in some parts of the country.

The Cisco-TV series will not be a re-run of old Cisco movies. New specially produced half-hour shows, with a complete story in each episode, are planned, according to W. B. Philley, sales promotion manager of the Frederic W. Ziv Co., Cincinnati, producer of the show.

Cisco Kid-TV films are produced out on the open range near Palm Springs, Cal. A typical "western town" has been designed at Pioneertown, near Yucca, Cal., where all outdoor scenes are shot, including cattle stampedes, stage coaches, cattle roping and tying, "chases" on horseback, etc., giving the films all the action and western lore which appeal to kids and adults as well.

All actors in Cisco Kid-TV films are Hollywood motion picture performers. Many new techniques have been added for the small TV screen. More "close-ups" and fewer long distance shots are used.

Each film program times 26 minutes, allowing space for three full-length commercials to sell the baker's product. The three commercials are placed after the Cisco Kid and Pancho "ride on," at the middle when action is intense and at the end of the story but ahead of the trailer telling what Cisco and his pal Pancho will do on the next program.

Like the radio shows, the TV series is being produced by the Frederic W. Ziv Co. of Cincinnati. Duncan Renaldo is featured as Cisco; and Leo Carillo as his side-kick, Pancho, the same as in the Cisco Kid movies.

Baker users of the Cisco Kid radio program will be offered the TV series in conjunction with their radio program before other sponsors are selected, and the series will only be offered on a local and regional basis. It will not be sold for nationwide network purposes.

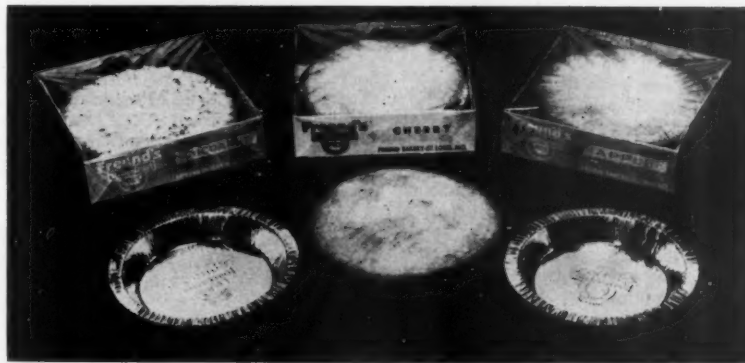
—BREAD IS THE STAFF OF LIFE—

Television Aids Bakeries

CHICAGO—Television has caused a 7% decline in restaurant business generally, but has helped certain types of the business, according to Andrew J. Crotty, Jr., president of the National Restaurant Assn. Bakeries in restaurants report a big spurt, however, in trade from TV fans who buy baked products to take home so they can eat while watching their favorite programs. People don't want to take the time away from TV to eat out, Mr. Crotty said.

New Development:

Aluminum Pie Tins Aid Production, Sales



ALUMINUM PIE TINS—The finished tart as the Freund customer sees it and the tins the pies are baked and sold in are shown above. The plate is said to have many uses around the home after the pie has been eaten. The tins have a sanitary and eye-appealing appearance, company officials point out, and lend themselves well to the variety of fillings used by the Freund company.

Aluminum foil pie plates for commercial baking operations have aroused considerable interest in the past year. The Walter Freund Bread Co., St. Louis, has been working to develop a plate that would work successfully on pie-making machinery.

Bakers' pies are usually baked in tin pans and transferred by hand to pressed cardboard plates for delivery to customers. Most operations involve many hours of labor for washing of tin pans after use and transfer of pies from the tin pan to paper plates or trays. It also results in breakage of fragile pies during the transfer. An inexpensive, one-time-use pie pan in which the pie could be delivered would cut down labor costs and improve the quality of the pies, it was felt.

The Walter Freund Co. first experimented with various types of paper and paper laminated to aluminum foil, then tests were begun using aluminum foil. Eventually a plate was developed using a .003 gauge foil, half hard temper.

The four-inch tart plate was the first to be made and used, since the Freund company turns out many thousands of these popular items in a day. It was necessary to make certain simple adjustments on the automatic pie-makeup machines in order to compensate for the thinness of the foil plate and its light weight. These adjustments consisted principally of special runners on which the rim of the plate could glide. The meshing of the die which presses the top and bottom crust together had to be altered since the aluminum foil plate was thinner than the tin plate, which had a rolled edge.

A mechanical means of getting the aluminum foil plates onto the machines was also developed.

In comparing the cost of using aluminum foil plates for four-inch tarts, Harold M. Freund, plant manager of the Freund bread company, has this to say:

"The four-inch foil plates cost us .00365 per unit or a little more than 3½ mills per plate. The savings which result from using these plates are numerous:

(a) Elimination of purchase of the original set of tin pie pans.

(b) Elimination of two operators used on the pan-washing machines to wash pie tins daily after every use.

(c) Elimination of costs of washing powder and materials incident to washing pans.

(d) Elimination of labor used to nest pie tins for easy handling after washing.

(e) Elimination of paper transfer tray. This was used after taking the pies from the baking tins to hold the pie rigid in the package.

(f) Elimination of damaged pies when removing from pie tins to paper transfer packaging plates.

(g) Lower fuel cost of ovens because of less baking heat due to the greater conductivity of aluminum foil compared to tin plate.

(h) Elimination of labor of placing pie tins on automatic make-up machine manually.

(i) A pie can now be produced with a thinner crust which makes for greater palatability. This is now practical because pies are no longer transferred from baking tins to paper plates. A thick crust was necessary to maintain rigidity and to prevent breakage.

(j) Better eye appeal with the silver-colored aluminum rim showing around the pie.

(k) When using the paper transfer plates a certain amount of shortening in the pie soaks into the cardboard tray which is always unsightly. This has now been eliminated.

(l) Two operators are eliminated at the wrapping machine because it is no longer necessary to take the pies from the tin plates and transfer them to the paper packaging container. The original aluminum foil plate is placed directly into the packaging box."



READY-TO-USE TRAY—The aluminum tray used by the Walter Freund Co., St. Louis, for Brown 'n Serve products is useful both for the original baking and final browning in the consumer's oven. No grease is used—the cellophane overwrap can be removed and the whole pan put into the oven.

CHILDREN'S DAY SET FOR OCT. 15

Children's Day, sponsored by the American Parents Committee and Parents Magazine, will be observed Oct. 15. First promoted last year, the day is intended as an opportunity to call attention to the basic health, welfare and educational needs of children and for parents to tangibly express their love with gifts. A folder describing the various Children's Day sales helps is available from the Children's Day National Council, 52 Vanderbilt Ave., New York 17.



SWINGING SWAN GIRL—Swan Brothers, Inc., Knoxville, Tenn., has found that prospective customers often comment on its outdoor advertising campaign. The swinging Swan girl bulletin is a particular favorite of Knoxville residents. One morning recently the bolt holding the swing broke; the little girl fell over. Within an hour eight passersby reported the accident. The display was designed and reproduced by the Post Sign Co.

AIB Tests Bread Formulas for School Lunch Program

CHICAGO—The commercial baker will experience little difficulty in producing bread from the formulas developed by the U.S. Department of Agriculture for the National School Lunch Program provided usual procedures are modified in accordance with certain recommendations, the laboratories of the American Institute of Baking determined recently.

The formulas were test-baked by the AIB laboratories, and it was found that all formulas produced bread of good quality, the loaves being somewhat more dense and the flavor somewhat more pronounced than that of the usual standard for commercial white bread.

Special Bulletin No. 61 of the AIB informed bakers about the operation of the National School Lunch Program and its significance as a bakery foods sales opportunity. The bulletin also urged bakers to cooperate with School Lunch Program personnel. Cooperation was demonstrated by requests from bakers for the consumer service department educational materials. Approximately 900 school lunch authorities in the communities serviced by these bakers received kits of bakery foods information. Over 37,000 individual pieces of educational material were mailed to school lunch managers and teachers as a result of these requests.

At the time of publication of bulletin number 61, there existed no specific recommendations from the federal school lunch authorities for the type of bread to be used in the school lunch program. Since publication of the bulletin, however, the Bureau of Human Nutrition and Home Economics of the U.S. Department of Agriculture has published a set of bread formulas in a release entitled "Improved Bread Formulas for School Lunch, Institutional and Hospital Use." Bread made from these formulas include larger amounts of non-fat milk solids and yeast than formerly were used, and in some instances include full fat soy flour and wheat germ.

It is reported by the Bureau of Human Nutrition and Home Economics that these formulas have been baked in 500 and 1,000 lb. batches by a commercial bakery using regular equipment and usual procedures. No difficulties in producing bread by using these formulas were indicated. Consumer acceptance of these breads was determined by serving them in school lunch programs and in hospitals. Favorable results were obtained.

The AIB's recommendations for the use of the USDA formulas follow:

- Exact control of the baking

Crime Doesn't Pay . . .

Baker Charged with Selling Overweight Bread

DETROIT—Charles Elson, People's Bakery, recently admitted before a judge that he has been giving his customers too much bread for their money for seven years. Pleading guilty, Mr. Elson pointed out that he had once been charged with selling a 1 lb. loaf weighing only 15 oz., and since then he had been selling an 18 oz. loaf as a precautionary measure. He was released without sentence, but was instructed not to give the people more than 17 oz. bread in their 1 lb. loaf.

temperature is necessary. These formulas contain large amounts of the ingredients which contribute to crust color. If ordinary baking temperatures are used, an abnormally dark crust is obtained provided the crumb is properly baked; or the crumb is doughy if the crust color is used as the criterion of the baking time.

- Fermentation time is short and critical. Because of the high level of yeast (4%) used in these formulas, a relatively strong flour should be used when these breads are made by either the sponge dough or straight dough methods.

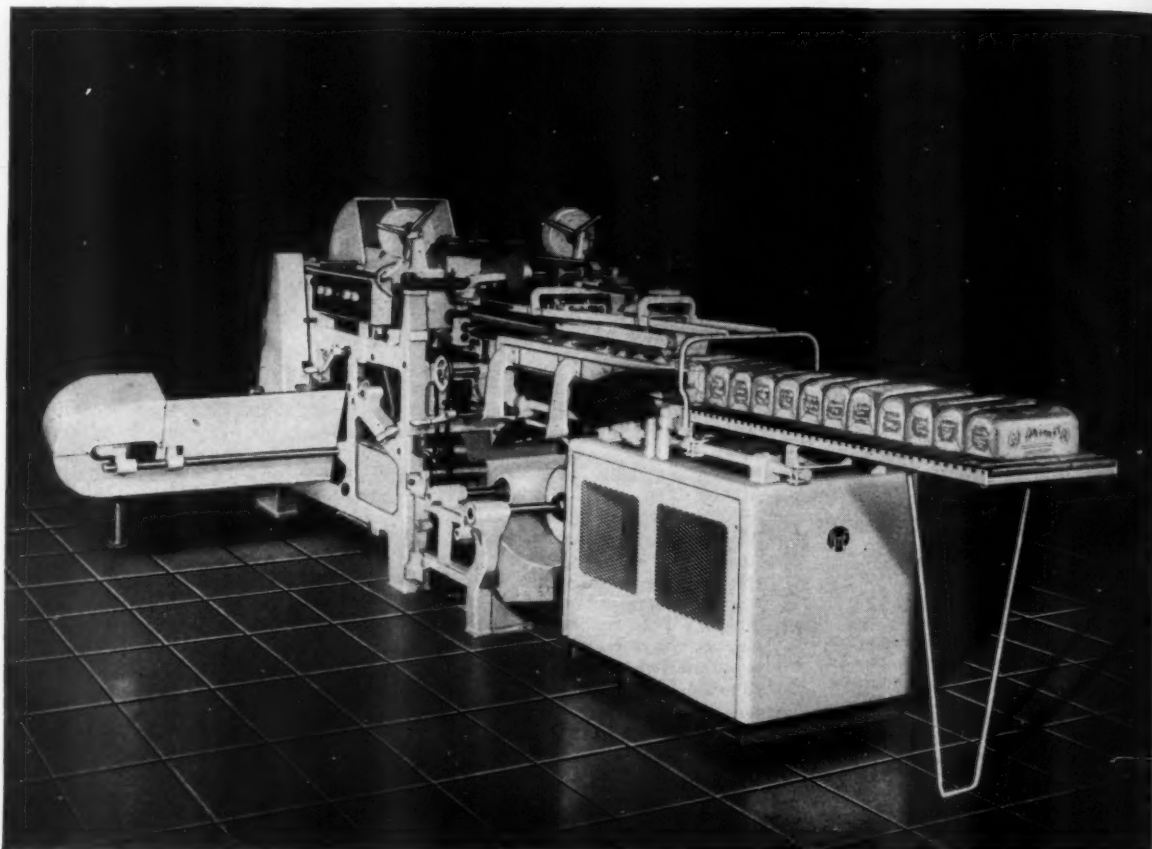
● Care must be used in selecting non-fat milk solids of excellent baking quality. Otherwise, make-up difficulties and poor loaf volume may be encountered because of the high level of use (10% non-fat milk solids).

● A processed wheat germ should be selected. Raw wheat germ contains glutathione which causes slack sticky doughs of poor machining qualities and produces loaves of poor texture and volume.


● Mineral yeast foods may be used to overcome buckiness and to help overcome abnormal stickiness which has been observed in some of

the tests in the experimental bakery.

Because bread made from these formulas is somewhat more dense than ordinary commercial white bread, it is possible to produce a shorter loaf and, therefore, a heavier slice. Bakers should remember that school lunch authorities are not as concerned about the volume of a loaf of bread as they are about its nutritive value. Bakers who participate in school lunch programs can do themselves a favor and help the school lunch authorities achieve their goal by adjusting the scaling weight to pan size so the one-ounce slices are produced, the AIB said.



Any way you look at it...

THE NEW  SUPER-STANDARD WRAPPER IS A SUPERIOR MACHINE IN TERMS OF:

PRODUCTIVITY

High speeds—up to 65 packages per minute!
Simple adjustment
Centralized control panel
Stabilized infeed with smooth motion
Quick stopping by electrical plugging control

QUALITY

Accurate temperature control
Clean, modern, accessible construction
Accurate variable speed paper drive
Smooth mechanical motions
Gentle product handling

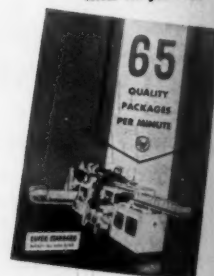
ECONOMY

Easy maintenance—open construction
Precision bearings
Self-measuring paper feed
Electrical overload protection for motors & heaters



AMF DOES IT BETTER—AUTOMATICALLY! SINCE 1900
AMERICAN MACHINE & FOUNDRY COMPANY, 485 Fifth Ave., New York 17, N. Y.
West Coast Sales & Service Headquarters, 1258 Mission Street, San Francisco 3, California

New folder contains
COMPLETE SPECIFICATIONS
Write for your copy



BAKERY FIRMS TO EXHIBIT AT CHICAGO VENDING SHOW

CHICAGO—Seven bakery specialty manufacturers are included in the list of firms that have signed contracts to exhibit at the National Automatic Merchandising Assn. 1950 vending show Nov. 12-15 here.

The bakery goods makers are the Austin Packing Co., Baltimore, Md.; Blue Jay Food Products, Brooklyn, N.Y.; Delicia Chocolate & Candy Mfg. Co., New York, N. Y.; Federal Sweets & Biscuit Co., Clifton, N. J.; Gordon Foods, Inc., Atlanta, Ga.;

Honey Bee Co., Chicago, Ill.; Purity Pretzel Co., Harrisburg, Pa.

The chairman of the 1950 NAMA convention and exhibit is engaged in the bakery field. He is Ernest H. Fox, president of the Austin Packing Co., Baltimore, Md.

—BREAD IS THE STAFF OF LIFE—
ASBE PAPER ISSUED

CHICAGO—One of the subjects discussed at the American Society of Bakery Engineers annual meeting in 1950 was the selection, types and installation of bake shop floors. The topic was handled by E. F. Sperling, vice president, Helms Bakeries, Los

Angeles, Cal. The paper which Mr. Sperling presented has just been released to the membership in the form of an 8-page bulletin. The paper divides floors into three general categories—concrete, wood, and tile, and then discusses each of the three types. General description of the specifications for each type is given. The advantages and disadvantages of each type for specific uses is also discussed. A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., if a 6¢ stamped, addressed long envelope is enclosed.

Nation's Food Editors Use AIB Releases

CHICAGO—Food editors of women's service magazines, of daily newspapers, of professional publications, and of the mass circulating media of the group covering movies and romance, have expressed the desire to continue receiving all food releases from the consumer service department of the American Institute of Baking. They report a wide use of materials now being received.

Mary Kinnavey Moore, director of publicity at the institute, on a recent New York trip conferred with many of these editors to discuss the use of materials distributed by the institute.

There was a general enthusiasm over the type of releases received, of the subjects covered, and many requests were made for special and exclusive features as well as the regularly distributed materials. Many of these will increase by millions the circulation of the stories and recipes on bakery foods.

There was an interest in stories and recipes using bakery foods of almost all categories. One of these requests was from a syndicate with member papers in all parts of the country, with among the largest number of readers in every state.

—BREAD IS THE STAFF OF LIFE—

Non-Caloric Sweetening Agent Made Available

CHICAGO — Manufacturers and processors of special health foods are experimenting with a new non-caloric and heat-stable sweetening agent, known as "sucaryl" sodium.

The sweetener, manufactured by Abbott Laboratories, North Chicago, recently was made available in powder form for commercial purposes. It was first introduced earlier this year in tablet form for general use by diabetics, weight reducers and others who must restrict their intake of sugar.

Since federal food laws prevent the use of a non-nutritive sweetener as a substitute for sugar in food products for which legal standards have been established, the commercial use of sucaryl is limited to the manufacture of dietetic foods. Because of its higher cost, it cannot be considered as permitting a cheaper sweetening process than is possible with sugar or saccharin, the manufacturer pointed out.

MONEY POSES PROBLEM FOR BAKERY OPERATORS

BRIDGEPORT, CONN. — Local newspapers in this city have recently been bombarded by several letter writers who demand that bakeries and butcher shops install a separate cashier system so that the clerks who handle the food would not also be handling what the letter writers call "dirty money." The writers have been urging the public to write local health officers, and to tell the retail store owners they will no longer patronize them. The Connecticut Bakers Assn. urges its members to check on the use of tissue or wax paper by salesgirls to make sure customers are not being distressed by careless handling.

Any way you look at it...

THE NEW SUPER-STANDARD WRAPPER IS A SUPERIOR MACHINE PRODUCES A BETTER QUALITY PACKAGE AT HIGHER SPEEDS

AMF LEADS THE FIELD Ever since the first AMF Standard Wrapper was introduced in 1925, more than a quarter of a century ago, AMF engineering leadership established one milestone after another by anticipating your wrapping needs. New attachments were designed and built to keep the Standard always ahead of its time. Let's look at the record:

First with self-measuring paper feed.....	1925
First with sealer fingers.....	1925
First with wrapping sliced bread without a tray..	1930
First with cellophane wrapping.....	1933
First with broken paper web cut-out.....	1933
First with tight and loose bread wrapping.....	1934
First with refrigerated sealing.....	1934
First with end labeling attachment.....	1937
First with unit packaging.....	1948

BACKED BY EXPERIENCE With a record experience of more than 2,600 installations to draw from, AMF was in an enviable position to combine actual working knowledge with today's modern thinking in terms of new engineering principles and new materials to produce the AMF

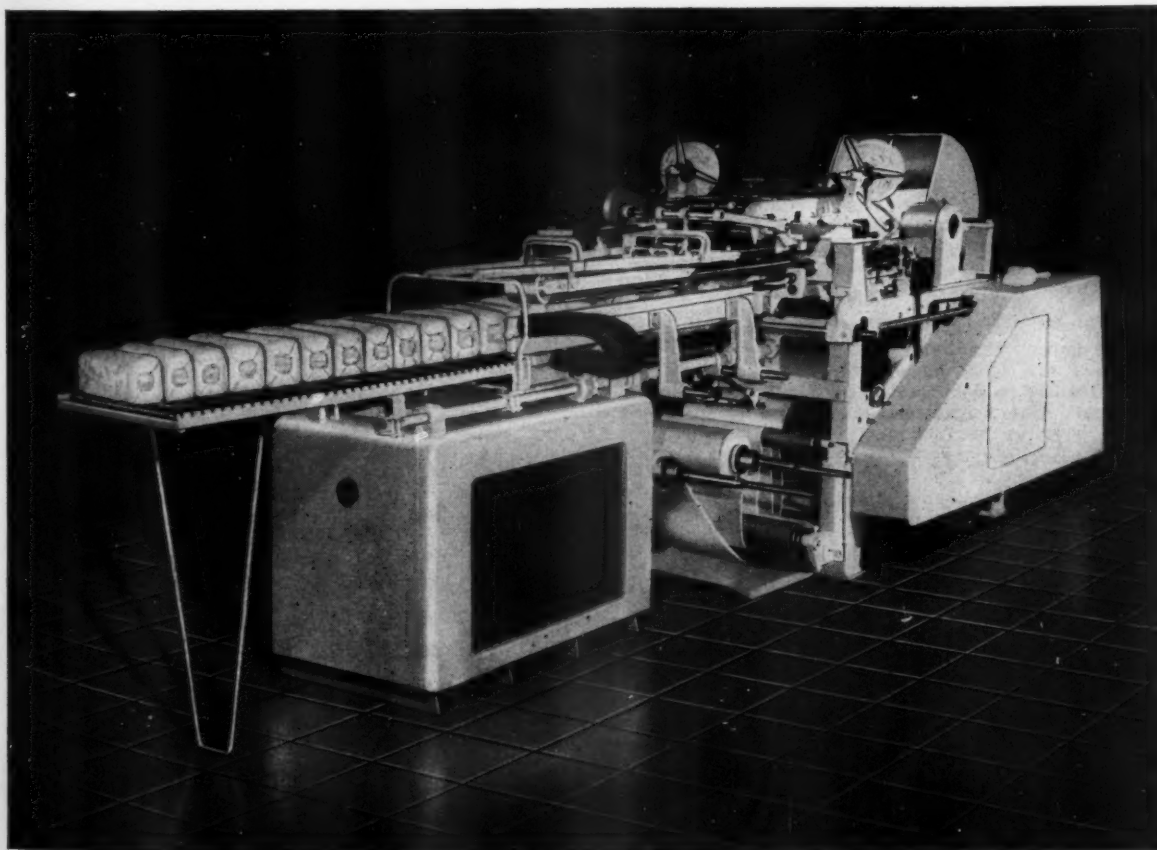
Super-Standard Wrapper...the finest and most dependable wrapping machine capable of *higher speeds* and *better quality wrapping* than ever before! Again, as always, the new Super-Standard is the "Standard for the Industry."

FUNCTIONAL THROUGHOUT The AMF Super-Standard Wrapper is built along functional lines...that's the beauty of it! Guards are placed *where needed*—for protection, utmost sanitation and ease of maintenance.

SMOOTH OPERATION AT HIGH SPEED To provide for *smoother* operation and *gentle* product handling at *high speeds*, the following new features are worth noting: planetary 4-point Geneva, light weight anti-friction infeed, swinging tuckers, "micradjust" paper drive, accurate temperature setting and control, power stop main drive, "feather-weight" back tension, and *many more*.

A PROFITABLE INVESTMENT For the sake of your profit picture, your wrapping room deserves the *high speed*, *quality wrapping* and *economy* of the new AMF Super-Standard Wrapper!

PLACE YOUR ORDER NOW FOR QUICK DELIVERY





HUGE RAISIN PIE—A salute by 212 stations of the American Broadcasting Co. to the city of Fresno was the signal recently for the California Raisin Advisory Board to present Ted Mack and his Original Amateur Hour show with the "World's Largest Raisin Pie." The pie, which was prepared by Benkert's Bakeries, Long Island City, N. Y., was 4 ft. in diameter, and 5 in. thick. Ninety pounds of raisins, 15 lb. of flour, 10 lb. of butter, 10 lb. of sugar and 2 doz. eggs were used. Mr. Mack turned the pie over to a Harlem Boy Scout Troop. The presentation of the pie was also a feature of the Original Amateur Show on a 55-station television hook-up. Shown above at the presentation are, left to right: Otis Williams, scout leader; Ted Mack, and John Benkert, Benkert Bakeries, Long Island City.

Who's Gonna Be President?

Contest Builds Nationwide Interest in Doughnuts

THE "national election" being set up by the National Dunking Assn. is expected to lend impetus to the fall doughnut campaign sponsored by the Bakers of America Program and the Doughnut Corp. of America to produce what is expected to be one of the finest and most powerful efforts to increase doughnut consumption ever developed in the 22-year history of the fall doughnut sales campaign.

Making use of the fact that 1950 is an election year, this doughnut promotion has rigged up an election of its own. The three candidates—Jimmy Durante, Marie Wilson and Bobby Benson—are extremely newsworthy personalities, and their electioneering campaigns and antics provide the hook on which a tremendous

national publicity campaign will be built.

Every medium will be used to saturate the country and promote the election campaign—radio, TV, newspapers, national magazines, newsreels, local publicity involving popular public figures and merchandising tie-ins with manufacturers and stores. The resulting barrage of publicity will reach every home in America—not once or twice—but four or five times over during the planned course of the campaign which is scheduled to run from the last week in September through to the first week in November—a 6-week span, the committee points out.

The Individual Baker's Part

The entire campaign—with all its national and local impact—is designed solely to sell more of the individual baker's doughnuts. The three stars are featured first in national advertising by the Doughnut Corp. of America, appearing in such leading women's publications as *Woman's Home Companion* and *Better Homes & Gardens*.

These ads support the Bakers of America advertising which appears in the same two publications (½ page ads), plus a full-page, full-color, Bakers of America ad appearing in *Ladies Home Journal*. These bakers' program ads feature the basic theme of the entire doughnut drive . . . doughnuts for parties, with the message: "Pass the Doughnuts . . . and Your Party's a Success!"

The DCA ads feature four sales appeals, carefully planned to tie-in the campaign with the things peo-

ple like, as determined by a recent survey.

These four appeals cater to the public love of parties . . . eating at parties (doughnuts for parties) . . . dunking (National Dunking Assn.) . . . and Joining and Voting. The DCA ads also take the general party approach of the Bakers of America ads, and convert the party theme to a Run a Doughnut Dunking Party Idea—a livelier and more interesting vehicle for arousing public enthusiasm.

These four sales appeals are the method to be used to create and translate the national "doughnut-consciousness" into doughnut sales. That translation from publicity and advertising impact into sales is accomplished in the following manner:

The entire force of the national campaign—the three stars . . . the party appeal . . . doughnuts for parties . . . run a doughnut dunking party . . . join the National Dunking Assn. . . vote for president of NDA—is brought right to the point-of-sale through a single merchandising piece developed by DCA.

This merchandising piece—called the DCA Ad Reprint—tells the story of the national campaign and fea-

tures the same appeals as the DCA national ad. In addition to these appeals, the ad reprint contains a membership application coupon which is also a voting ballot, so that the new member applies for membership and votes for his or her favorite star at the same time.

The ad reprint is designed to serve a double purpose. It is intended for use as a doughnut package band attachment, or as a free give-away on a display card, featuring the illustration from the Bakers of America national ad, and the appeals of the doughnut corporation national ad.

Bakers' Sales Helps

Material has been prepared and is ready to assist the baker in planning and carrying through his campaign from the very first sales meeting to the final sale of the doughnut packages in his retail outlets. Newspaper ad mats are also available. Many of these feature direct tie-ins with the national electioneering campaign of the three stars. Others invite membership in the local chapter (the baker's own chapter) of the National Dunking Assn. Radio spot announcements playing up to the election and voting contest are also ready.

35th Anniversary

Fresh, Clean Dutch Girl Symbol of Van de Kamp's Success

LOS ANGELES—The dainty Dutch girl figure, in her dress of sky blue and snow white, honey-colored hair, and heavy wooden shoes, is the symbol of Van de Kamp's Holland Dutch Bakeries, Inc. On the observance of the 35th anniversary of the founding of the firm this little business trademark is lauded as representing the factors which have accounted for the growth and expansion of this \$3,500,000 plant, which employs more than 2,000.

The dainty little Dutch girl is the motif that is carried throughout the business operations. All retail sales girls at the 153 outlets in southern California are dressed in this costume; all advertising emphasizes this trademark.

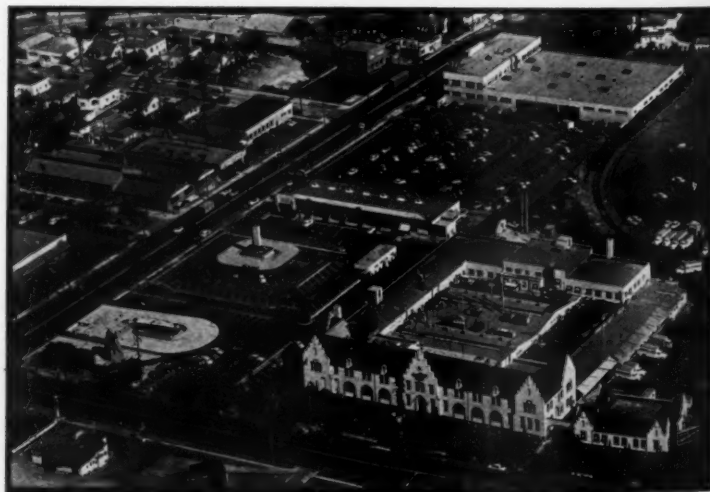
When Van de Kamp's started its one eight-foot front store in 1915, the greatest competitor of the commercial baker was the housewife. It is estimated that at the time more than

90% of the baking in the Los Angeles area was done in the homes. To build its business, Van de Kamp's set about to equal or surpass the standards of freshness and cleanliness that would prevail in the most scrupulously-conducted kitchen.

Thirty-five years ago in Los Angeles most of the commercial baking was carried on in the basements of retail stores; and there was a good deal of public skepticism about cleanliness.

Today public tours are conducted through the huge plant, covering three and one-half acres of floor space. At the end of every day's operations the floors are sanded from one end of the plant to another. All pans and utensils are automatically washed, rinsed and dried after every operation.

For its milk and cream Van de Kamp's owns and operates its own Guernsey Farm, near Chino, Cal., and



VAN DE KAMP PROGRESS—From an 8 ft. frontage in 1915, Van de Kamp's Holland Dutch Bakeries, Inc., has progressed to the establishment shown above, with three and one-half acres of floor space. The firm has 153 outlets in southern California.

POST BOOKLET PROMOTES BAKERY PRODUCTS

A booklet describing the pulling power of the grocery's bakery department, published by the *Saturday Evening Post*, has been distributed to the nation's grocers, and the *Post* inserted an advertisement in four grocery publications during August calling attention to the traffic-building properties of bread and other baked products. "Nothing you stock carries such a high gross profit margin at such a high turnover as bread," the booklet points out. The Bakers of America Program called attention to the *Post* booklet as another example of how other industries are helping to promote bakery products.



Lawrence L. Frank

this farm has yearly won the highest citations from the Los Angeles Health Department.

The flow of fresh bakery products and confections from the Van de Kamp's main plant to the 153 retail outlets is maintained by an elaborate transport system. The "guaranteed fresh" policy means that any baked goods not sold on the day of delivery, are returned and placed on sale at the "Day Old" stores of the Van de Kamp system, and sold at a considerable markdown.

Lawrence L. Frank, president, and his brother-in-law, Theodore J. Van de Kamp, executive vice president, today are proud of the part they have played in the growth of southern California.

"When we opened our first store 35 years ago, we were determined to create policies which have now become traditional," Mr. Frank has declared.

"Time has proven that we were right, for Van de Kamp's has grown with southern California. Our success, however, could not have been without the cooperation, loyalty and devotion of our co-workers. This contribution, combined with our basic standards, has made Van de Kamp's what it is today.

"On this, our 35th anniversary, we look forward to the future with even greater determination to maintain the reputation and standards we have established," Mr. Frank concluded.



Theodore J. Van de Kamp

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



A Well-Balanced Package

GREAT strides have been made in bakery packaging through increasing the visibility of the products themselves. Consumers can now see what they are buying, and undoubtedly the appearance of a well-baked cake is a tremendous sales advantage. That is also true of many other items produced by the baking industry.

However, some packaging experts are beginning to wonder if this trend cannot go too far. In other words, protection is still an important phase of packaging, and if it is neglected at the expense of preserving the product, its very purpose will be voided.

According to this same school of thought, attractive illustrations, good designs and other means which are at the disposal of package manufacturers can be used to advantage. Visibility can still be maintained, but perhaps protection can be increased, and the overall sales value of the package advanced by the use of these other means. Bakers would do well to consider these suggestions when they bring out new packages or redesign old ones.

Good Salesmanship

Recently we saw an excellent example of good follow-up salesmanship. Because of unavoidable circumstances, we were unable to attend last spring's meeting of the Pennsylvania Bakers Assn. Shortly afterward we received a postcard from John Hagy, president of the association, reminding us of what an excellent convention it was, and saying that we were missed.

Something like that sort of makes one feel good, and we thought of how effective such a plan would be for retail bakers as a follow-up for customers who have not been in their stores for quite a while. It is a simple

matter for bakers to build up lists of customers who trade with them frequently, and these can always be used to advantage.

Sometimes customers drift away from bakeries for no particular reason, and a reminder that their business is being missed would undoubtedly bring some of them back in the fold.

Proportioned Management

There is a serious danger for any bakery when its top management is composed of too many production-minded men, or too many sales executives. So far as possible, management should be well balanced. If it is predominated by production officials, then sales will probably be somewhat neglected, and the reverse is usually true if sales executives are too far in control.

T. S. Herbert, vice president and sales manager of the Atlas Baking Co., Richmond, Va., recently said that "management should be balanced. It should have an objective viewpoint. Any bakery which has for top management any individual or group which is too biased either on the production or sales side, is in

for some pretty rough going when the tide of intensive sales competition sets in."

A bakery may make the best products in its community, but this is of little value unless they are sold. Another firm may have the most efficient sales organization in the area, and yet unless it has high quality goods to sell, it can make little progress. Bakery owners and top executives might well study their own management level to see if it is properly balanced.

Added Value

As most bakers know only too well, they frequently find themselves in the middle of the criticism that is made by some uninformed people against the spread in prices between the producer and the consumer level. How this can best be answered is always a problem, although those familiar with the industry are fully aware of the justification of this spread.

It seemed to us that it was particularly well described recently by Paul S. Willis, president of the Grocery Manufacturers of America, Inc., when he said it was a "payment for added value." That is exactly what it is. Flour cannot be eaten in its natural form. Furthermore, flour at the source of milling is unavailable except to a few people.

In other words, the product must be transported from the mill to the baker, where it is made into baked goods which can be eaten by consumers, and delivered into their homes by one means or another. The net earnings of the baking industry throughout the country show that the charges for these services are quite nominal. The difficulty, of course, is that too few consumers are aware of these facts. One of the greatest needs of the baking industry is to get this story over to the housewives of the nation.

A Follow-Through Is Necessary

The need for all bakers, large and small, to cooperate in every way possible with the Bakers of America Program cannot be repeated too frequently. The campaign itself can go only so far, and from there on bakers must use it themselves to obtain the greatest possible benefit from it.

In addressing a group of bakers recently, M. Lee Marshall, chairman of the American Bakers Assn. and chairman of the board of directors of the Continental Baking Co., declared that a close follow-through of the campaign at the local level is one of the best means of keeping bakery products in the position they deserve.

There are many ways by which bakers may cooperate with the program in their own communities. All of this information will gladly be given them if they will communicate with the ABA. They should remember that this work is for their own

(Continued on page 62)

Methods That Sell to Women . . .

The Baker Must Cater to Impulse Buyers for Profits

• By Dorothy Glenn



DID you know that a very small number of shoppers (about 8%) carry written shopping lists, and most of them have just a partial list? The great majority of shoppers have only a partial shopping list in their minds.

The greatest competitor to the retail bakeshop is the super market. About 65% of all food purchases made in super markets are based on decisions by the shopper while in the store. About 90% of the cake and cookies sold in the super market is a result of good point-of-sale effort.

Are you competing? Are you considering these facts when you plan window and store displays? Women, and men shoppers too, are influenced

by appetizing displays, by suggested selling copy on posters and price cards.

We have been traveling lately and have seen many a bakeshop with good business and others with slow and spotty business. Let's review what we have seen. You will probably see errors before they're even mentioned.

Better Product Vision

One small bakeshop was spotlessly clean. The window display was neat. The floor of the window was about two feet above street level and baked goods were placed on plates, on doilies on the floor of the window. If only those goods had been raised to

(Continued on page 66)

Union Wage Scales in the Baking Industry

Reprinted from the Monthly Labor Review

UNION wage scales in the baking industry increased by 6% between July 1, 1948, and July 1, 1949, according to the Bureau of Labor Statistics annual survey. The over-all increase of 7¢ an hour advanced the average union wage scales of 72,477 bakery workers to \$1.31

July 1, 1949.* The negotiation of new contracts during the year resulted in wage increases for about nine tenths of all workers studied.

The standard workweek for union bakery workers averaged 40.7 on July 1, 1949, representing a slight reduction from the previous year. A

40-hour week was most prevalent in the industry and applied to four of every five union workers.

Trends in Union Wage Rates

The 6% rise in union scale represented the smallest annual gain since the end of World War II.** A rate

of 15% was registered in the year after VJ-day (July 1945 to July 1946), and annual gains of 13 and 8%, respectively, were achieved during the next two years. About three fifths of the total rate advance during the 10-year period from June 1, 1939, occurred after the end of hostilities in 1945. Indexes of union hourly wage rates and maximum straight-time weekly hours from 1939 to 1949 are as follows:

*Average rates, designed to show current levels, are based on all rates reported for the current year; individual rates are weighted by the number of union members working at the rate. These averages are not measures for yearly comparisons because of annual changes in union membership and in classifications studied.

**In the index series designed for trend purposes year-to-year changes in union scales are based on comparable quotations for the various occupations in both years, weighted by the membership reported in the current year.

	Indexes (June 1, 1939=100) of—	
	Hourly rates	Weekly hours
1939—June 1	100.0	100.0
1940—June 1	102.7	99.5
1941—June 1	106.1	99.2
1942—July 1	116.3	99.1
1943—July 1	121.2	98.6
1944—July 1	122.0	98.6
1945—July 1	123.6	98.6
1946—July 1	141.6	98.3
1947—July 1	160.6	98.2
1948—July 1	173.4	98.2
1949—July 1	184.5	97.8

The proportion of workers receiving wage increases in Hebrew and other nationality bakeshops, which employed less than 10% of all workers studied, was considerably below the levels for the other branches and for the industry as a whole. One third of the Hebrew bakers and two thirds of the other nationality bakers received upward adjustments in their scales between July 1, 1948, and July 1, 1949, as compared with nine tenths of the workers in other types of bakeshops.

Increases varying from 5 to 10% were received by more than half of the workers whose rates were advanced during the year. Raises of 5 and 10¢ an hour were most common in the industry and generally applied to each of the branches covered. In-

EDITOR'S NOTE: The accompanying article on union wage scales in the baking industry is reprinted with special permission from a recent issue of the Monthly Labor Review, a publication of the Bureau of Labor Statistics. The article was prepared by Annette Y. Sherler of the bureau's wage statistics division. Mimeographed listings of union scales by occupations are available from the bureau for any of the 75 cities included in the survey. Information was based on union scales in effect July 1, 1949, and covered 72,477 union bakery workers in 75 cities ranging in population from 40,000 to over 1 million. Data were obtained primarily from local unions by mail questionnaire; in some cities local union officials were visited by bureau representatives for the desired information. Union scales are defined as the minimum wage rates, or maximum schedules of hours agreed upon through collective bargaining between employers and trade unions. Rates in excess of the negotiated minimum which may be paid for special qualifications or other reasons are not included.

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2 Contains Ferrous Sulfate—the highly assimilable form of Iron—as an exclusive feature—at no extra cost.

3 Enables bakers to enrich bread to recommended potencies of all required nutrients accurately, easily and economically.

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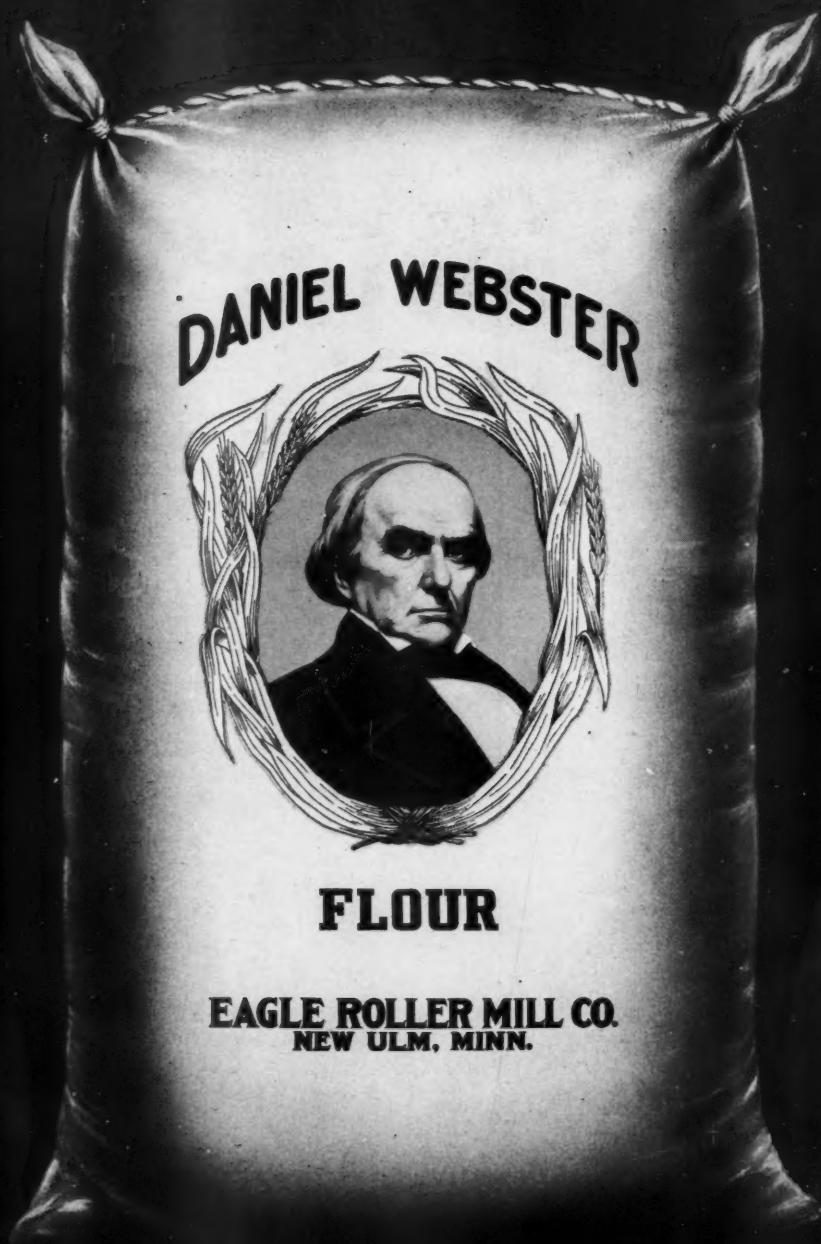
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INCORPORATED
NEW YORK 13, N. Y.

Table 1—Average Union Wage Rates in the Baking Industry, July 1, 1949, and Increases Since July 1, 1948—by Type of Baking

Type of baking	Average rate July 1, 1949*	Increase, July 1, 1948, to July 1, 1949**	Cents per hr
All baking	\$1.31	6.4	7
Bread and cake:			
Hand	1.62	6.8	10
Machine	1.28	6.4	8
Nationality baking:			
Hebrew	1.86	1.3	2
Other	1.63	3.4	5
Pie and pastry ..	1.18	9.6	10
Cracker & cooky ..	1.06	8.4	8

*Average rates are based on all rates in effect July 1, 1949; individual rates are weighted by the number of union members reported at each rate.

**Based on comparable rates for 1948 and 1949; weighted by the membership reported in 1949.

Table 2—Average Union Wage Rates* in the Baking Industry by Population Group and by Type of Baking, July 1, 1949

Type of baking—	Cities with 1,000,000 or more	Cities with 500,000 to 1,000,000	Cities with 250,000 to 500,000	Cities with 100,000 to 250,000	Cities with 40,000 to 100,000
All baking	\$1.442	\$1.298	\$1.192	\$1.146	\$1.148
Bread and cake:					
Hand	1.753	1.494	1.494	1.234	1.306
Machine ..	1.352	1.283	1.249	1.186	1.169
Nationality baking:					
Hebrew	1.904	1.650	1.710	1.611
Other	1.618	1.711
Pie & pastry ..	1.193	1.248	1.077	1.029	1.065
Cracker & cooky ..	1.104	1.045	1.041	1.024	1.011

*Average rates are based on all rates in effect July 1, 1949; individual rates are weighted by the number of union members reported at each rate.

Table 3—Average Union Wage Rates in the Baking Industry, by Region* and by Type of Baking, July 1, 1949

Type of baking—	United States	New Eng.	Middle Atlantic	Border States	South-east	Great Lakes	Middle West	South-west	Mountain	Pacific
All baking	\$1.397	\$1.276	\$1.434	\$1.164	\$1.016	\$1.216	\$1.182	\$1.121	\$1.147	\$1.496
Bread & cake:										
Hand	1.618	1.207	1.803	1.500	.996	1.483	1.252	1.200	1.319	1.689
Machine	1.278	1.207	1.306	1.179	.995	1.211	1.264	1.152	1.360	1.596
Nationality baking:										
Hebrew	1.862	1.766	1.870	1.542	1.878	1.287	1.377	2.001
Other	1.634	1.499	1.724	1.687
Pie & pastry ..	1.179	1.118	1.222	.913	.793	1.066	1.104	1.496
Cracker & cooky ..	1.069	1.020	1.104	.968	1.058	1.062	1.030	1.019	.939	1.088

*The regions used in this study include: New England—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; Middle Atlantic—New Jersey, New York and Pennsylvania; Border States—Delaware, District of Columbia, Kentucky, Maryland, Virginia and West Virginia; Southeast—Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee; Great Lakes—Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin; Middle West—Iowa, Kansas, Mississippi, Nebraska, North Dakota and South Dakota; Southwest—Arkansas, Louisiana, Oklahoma and Texas; Mountain—Arizona, Colorado, Idaho, Montana, New Mexico, Utah and Wyoming; Pacific—California, Nevada, Oregon and Washington.

dividual wage adjustments, however, ranged from less than 5¢ to over 40¢ an hour.

A comparison of basic scales throws light on the extent of wage adjustments which occurred after VJ-day. On July 1, 1949, more than half of the union bakery workers were employed at hourly wage scales ranging from \$1.20 to over \$2, and only 20% had scales less than \$1. On July 1, 1945, however, wage scales as high as \$1.20 were applicable to only an eighth of the workers, whereas scales under \$1 covered three fourths of the workers.

Rate Variations by Industry Branch

Union wage scales are generally distinguished as to type of baking process, type of product, and specialized versus more standard baking. The greater proportion of baked goods is now standardized and produced in large and highly mechanized establishments. Such establishments employed about 80% of the union workers included in the study. Specialized baking is found primarily in bread and cake hand shops and in nationality baking.

In the highly mechanized bakeries, a substantial proportion of the workers are semiskilled and perform routine tasks which do not require extensive periods of training. In contrast, the work force in specialized or hand shops is composed primarily of skilled all-round journeymen.

The level of union scales is naturally higher in specialized baking than in the standard-product plants. On July 1, 1949, the hourly scales of workers in bread and cake hand shops and in nationality baking exceeded the average (\$1.31) for all branches of baking by 31¢ or more (see table 1). In the mechanized bread and cake shops and cracker and cooky shops, union workers had average hourly scales of \$1.28 and \$1.06, respectively.

City and Regional Rate Differentials

Among the 70 cities having mechanized bread and cake shops, which employed more than half of the unionized workers studied, Oakland (Cal.) ranked highest on July 1, 1949, with a scale level of \$1.93, and Savannah (Ga.) the lowest with a level of

78¢ an hour. Four of the other five Pacific Coast cities in the study had average scales exceeding \$1.50. Scale levels below \$1 an hour were found in nine cities, primarily in the Southeast.

Average union scales in cracker and cooky shops ranged from 84¢ in Birmingham (Ala.) to \$1.33 in Newark (N.J.). Atlanta (Ga.) with a level of \$1.11, was seventh among the 38 cities, but ranked higher than



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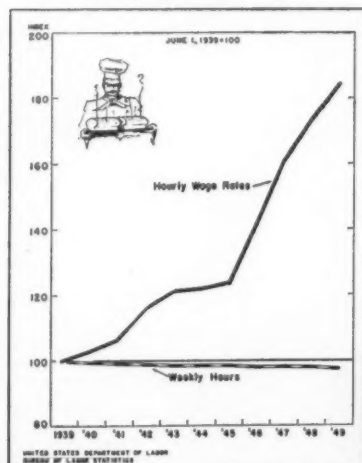
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Indexes of Union Hourly Wage Rates and Weekly Hours in the Baking Industry



Los Angeles, New York, St. Louis and other large northern cities.

In the other branches of the baking industry, union scale levels in Pacific Coast cities, New York, Chicago and Detroit were generally among the highest. San Francisco had the top scales in other nationality baking and in pie and pastry shops, averaging \$1.77 and \$1.70, respectively. New York was the leading city in bread and cake hand shops with a scale level of \$1.88, and Detroit in Hebrew baking with an average scale of \$2.18. Chattanooga (Tenn.) had the lowest levels in bread and cake hand shops and pie and pastry shops with average union scales of \$1 and 79¢ an hour, respectively.

When the various cities are grouped according to size of city, the average union hourly scale on July 1, 1949, for all industry branches combined, in cities with populations of 1,000,000 or more, was 14¢ higher than that in cities with populations of 500,000 to 1,000,000, and 25¢ above the level in cities with populations of 250,000 to 500,000 (see table 2, page 34). In each of the two smaller-size city groups, union scales averaged 29¢ below the level for the largest cities. Average union scales for the individual branches of the industry did not always rank in accordance with size of city. The levels of scales in pie and pastry shops and other nationality bakeries were highest in cities with populations from 500,000 to 1,000,000, whereas average scales in the smallest population group of cities exceeded those in the next larger group for workers employed in bread and cake hand shops and pie and pastry shops.

On a regional basis, union scales of wages were highest on the Pacific Coast and lowest in the Southeast (see table 3, page 34). The national average of rates for the baking industry as a whole—\$1.31 an hour as of July 1, 1949—was exceeded in two regions only, the Pacific Coast and the Middle Atlantic states.

Of the three branches of the industry found in all regions, the Middle Atlantic states led in bread and cake hand shops and cracker and cookie plants, and the Pacific Coast in bread and cake machine shops; average scales were lowest for cracker and cookie shops in the Mountain region and for the other two branches in the Southeast.

Standard Workweek

Changes in weekly hours between July 1, 1948, and July 1, 1949, affected relatively few union bakery workers—less than one half of 1%. Reductions in the work schedules lowered the index of weekly hours on

July 1, 1949, to 97.8 (as measured from June, 1939), and the average standard workweek to 40.7 hours.

On July 1, 1949, the standard 40-hour workweek (before premium overtime rates became effective) covered about 95% of the workers in bread and cake machine shops and pie and pastry shops and all workers in cracker and cookie plants. These three branches of the industry employed 80% of the unionized bakery workers studied. Almost half of the workers in Hebrew bakeshops had straight-time weekly schedules of 45 hours. Approximately a fourth of the workers in bread and cake hand

shops and other nationality baking and a fifth in Hebrew bakeries had a standard workweek of 48 hours.

—BREAD IS THE STAFF OF LIFE—

REPRESENTATIVES NAMED

PERTH AMBOY, N. J.—The Pulva Corp., local manufacturer of pulverizing machinery, has announced the appointment of two new sales representatives. The Chemical Pump & Equipment Corp., 75 West St., New York 6, will cover metropolitan New York, eastern New York state and parts of New Jersey, Connecticut and Massachusetts. The Miller Sales Co., 201 N. Wells St., Chicago

6, will cover northern Illinois, northwestern Indiana, eastern Iowa, and Wisconsin.

—BREAD IS THE STAFF OF LIFE—

LUCKMAN ANNOUNCES PLANS

NEW YORK—Charles Luckman, who resigned last winter as president of Lever Brothers Co., has joined the Los Angeles firm of W. L. Pereira, architects and engineers, which will now be known as Pereira & Luckman. It will continue to specialize in large commercial and institutional building. Mr. Luckman received his license to practice architecture in 1931, shortly after he was graduated from the University of Illinois.

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—WALTER PASSMORE, Passmore & Gill,
1863 Clinton Street, Buffalo, N. Y.

"GREAT MOISTURE CAPACITY . . . keeps product very moist for a longer period."

—JOHN WILSON, Star Market Bakery,
Newtonville, Mass.

"BETTER VOLUME AND TEXTURE . . . keeping quality especially good . . . I have given Lever Brothers an order for more."

—FRANK MANDL, Mandl's Bakery,
630 California Avenue, Avalon, Pa.

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- 3. Year-Round DEPENDABILITY!** Never any need to adjust your cake formulas with Gilt Edge with New E-8 Emulsifier. You get steady, uniform performance—winter and summer.
- 4. Maximum LIQUID ABSORPTION!** Gilt Edge with New E-8 Emulsifier carries liquid ingredients in greater amounts than ordinary shortenings. Workability is increased, ingredient costs cut!
- 5. Superior ICING QUALITIES!** Icings won't "bleed" or crack with Gilt Edge with New E-8 Emulsifier. Super Blending Action holds icings smooth and glossy, at consistency your formula calls for. Gives greater volume—goes farther!
- 6. Longer Lasting FRESHNESS!** Bakery goods made with Gilt Edge with New E-8 Emulsifier keep their freshness over an extended period. Less danger of loss from waste!

Available in 400-lb. drum, 110-lb. tin, 50-lb. carton

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What Is the Cellophane Situation?

WHAT is the cellophane situation and is there any relief in sight from the present shortage? This question is asked daily by bakers in all sections of the country.

According to the best sources of information, the cellophane picture is rather gloomy and the outlook for the future is anything but bright.

To build a plant for the manufac-

ture of cellophane involves an expenditure of from \$30,000,000 to \$33,000,000. There are at the present time two major manufacturers of cellophane in the U.S.: Du Pont and Sylvania. A third manufacturer, Olin Industries, is expected to produce cellophane in another year or more. The exact time when Olin will begin production is still very vague, and the seriousness of the international

situation certainly doesn't help to improve the over-all outlook for increased cellophane production.

One thing is certain: Du Pont will not enlarge its present cellophane manufacturing facilities until at least such a time when the U.S. government anti-trust action has been cleared up. Immediately following cessation of hostilities after World War II, Du Pont had planned to erect additional plants for the manufacture of cellophane. These plans were, of course, changed by governmental anti-trust action.

The outlook for more cellophane is

EDITOR'S NOTE—The accompanying report on the cellophane situation and its effect on the supply of bread wrappers was prepared from information furnished by a major supplier of bread wrappers to the baking industry.

very dark. Even if Olin Industries were to enter the market with cellophane today, their production would only be a drop in a bucket.

All this adds up to: Don't figure on an improvement of cellophane wrapper deliveries to you. If anything, a further deterioration of the situation is very likely; especially as "peace time" mobilization in the country progresses.

The next question is: What should I do regarding the baked goods items I now feature in visible packages?

Quota Based on Purchases

Your cellophane quota is primarily based on the average of your 1948-1949 purchases with certain limitations. This means unprinted cellophane you bought from your converter, printed or unprinted cellophane bags you have bought; cellophane window wrappers, cartons, etc.

Check up on the deliveries you have received on all types of cellophane, unprinted or converted, during the past two months. Don't figure on more cellophane for the future; if anything, you most likely will get less.

Next check how much cellophane you use on your various products each month. You must face realities and at least try to establish your cellophane deficit.

After you have ascertained these facts, start to analyze your various products now wrapped in cellophane. How many of them can you change over to opaque or semi-transparent wrappers; how many to window wrappers or window cartons?

Remember, your supplier is in the same boat you are. He hasn't anywhere near enough cellophane to go around. Also remember that any quantities of your supply of cellophane you can make available to your converting supplier, can be stretched three times as far when incorporated into cellophane window wrappers or cellophane window cartons. Thus, the cellophane you now use for wrapping 100 cakes, will package at least 300 cakes when pasted into the window of a cake carton. In the same manner cellophane which now wraps 100 loaves of bread, will wrap at least 300 loaves of bread when fabricated into cellophane window wrappers.

Your next question will be: Is there an unlimited quantity of cellophane window cartons and cellophane window wrappers available, and what is the available supply of semi-transparent wrapping materials?

Cellophane window cartons are dependent upon two major materials; cardboard and cellophane. Cardboard, especially laminated board, is not too plentiful, and in most instances, you will be required to furnish the cellophane for the windows in these cartons.

The situation as far as cellophane window wrappers are concerned is not much different. The principal supplier of cellophane window wrappers has facilities to manufacture upwards of 100,000,000 ft. of cellophane window wrappers in three or more plants, but 100,000,000 ft. of window wrappers will wrap only about 66,000,000 loaves of bread, or

FOR GREATER THAN EVER VOLUME CAKES AND SWEET GOODS

LEVER BROTHERS COMPANY

GILT EDGE

SHORTENING

WITH NEW E-8 EMULSIFIER

THE MIRACLE SHORTENING FOR SUPER-BLENDING ACTION

only about one-tenth of the weekly consumption of bread in the U.S.

As far as availability of materials for cellophane window wrappers is concerned, this converter advises that, so far, there is no shortage of the either regular or hard-wax side-walls for the wrappers. However, in each instance, the baker will be required to furnish the cellophane from his regular cellophane quota. This converter is willing to loan cellophane to the baker for the first run of cellophane window wrapper. But, when these wrappers are delivered, the baker is expected to immediately replace the cellophane

which was used in the fabrication of the printed cellophane window wrappers. As stated before, cellophane will go about three times as far when converted into window wrappers.

Handle About the Same

Cellophane window wrappers will handle in about the same manner as regular wax paper on bread wrapping machines. On end-feed machines, the window will run the short way through the center of the loaf, although the wrappers can also be featured off-center. On side-feed machines, the window will run the full

length of the package; either on top of the loaf or on the side.

Next arises the question as to the availability of semi-transparent wrapping materials. The quantities of semi-transparent wrappers which are manufactured in the U.S. are rather limited. Several suppliers have already declined to service new accounts with semi-transparent wrappers.

There are, however, still quite large quantities of waxed glassine paperstocks available to bakers.

The next question in the minds of the bakers is: If I cannot get suf-

CELLOPHANE PRICE INCREASE ANNOUNCED

The Sylvania division of the American Viscose Corp. has announced a price increase on Sylvania cellophane of 4¢ lb. effective on orders accepted for delivery after Sept. 1, 1950. It covers the most popular types of both moistureproof and non-moistureproof grades. Prices on other grades will also be adjusted. This price change is being made at this time because of the "substantial increase in the cost of their principal raw materials and labor," the company said.

"A good package PROTECTS and SELLS"

Says

JIM NASH

(Creator of the famous "Flying Red Horse")



"A first look can sell a product but the FIRST TASTE MAY KILL IT"

Says **DR. L. V. BURTON**

(Noted technical authority on foods and Executive Director of the Packaging Institute)



The men who create sales-winning packages know that product protection must be built into the package first. Eye-appeal makes impulse sales, but repeat sales depend upon whether your product pleases the consumer.

Check the sales leaders in field after field and you will find well-designed packages... and over and over again, you will find a Riegel paper inside for product protection. Many other Riegel papers are designed for flexible packages, for laminates, for outer wraps and for almost every requirement in protective packaging.

Tell us your needs, and we believe we can offer you a paper that will do your job... efficiently and economically.

RIEDEL PAPER CORPORATION
342 Madison Avenue, New York 17, N. Y.



"A GOOD Package Design is MORE than art-work"

Says **EGMONT ARENS**

(One of America's top-flight package designers)



"PROTECTION is the CORNERSTONE of Packaging"

Says **CHARLES L. BARR**

(President, Packaging Institute)

"The NEW PRODUCT and its PACKAGE must be developed TOGETHER"

Says

DR. LUCIUS W. ELDER
(Director, Products Evaluation Laboratory, General Foods Corporation)



"GOOD PACKAGE DESIGN starts from the INSIDE OUT"

Says

FRANK GIANNINOTO

(Nationally known for his outstanding package designs)



Proper packaging protects PROFITS as well as PRODUCTS"

Says

FRANK CHILSON
(Internationally known packaging engineer)



"Good packaging starts with ENGINEERING"

Says

C. A. SOUTHWICK, Jr.

(Packaging Engineer and Technical Editor of "Modern Packaging")



ficient cellophane or semi-transparent wrapping materials, and, if I don't want to go to window cartons or window wrappers, what other visible packaging films are available to me?

Three Films Available

There are three major films available for the packaging of bakery products, but none of them can be used in connection with the wrapping machines now generally found in wholesale bakeries.

Pliofilm, a product of the Good-year Tire and Rubber Co., costs somewhat more than the cellophane generally used by bakers. Pliofilm can be had in various gauges and types specified for bakery products. It can be printed and your present design can be duplicated on Pliofilm. If you are now using quantities of moisture-proof cellophane bags, these can easily be changed over to Pliofilm at a little higher cost however. Pliofilm bags will give you all the protection you now enjoy from your cellophane bags, and have a soft, silky feel to them.

According to Goodyear, Pliofilm is made from pale crepe rubber base and is chlorinated and cast into transparent sheet.

Pliofilm can be wrapped automatically on especially-equipped wrapping machines. It is not advisable for you to convert your present bread wrapping machine to handle Pliofilm and other films than cellophane. Consult your wrapping machine manufacturer regarding details of new machinery.

Polyethylene, also can be used in connection with the wrapping of baked goods. As is the case with Pliofilm, specially designed machinery must be used to handle "poly" which is slightly more translucent in appearance, and somewhat cheaper than Pliofilm.

The third film available to bakers is Acetate, which is especially adaptable for the packaging of glazed, yeast-raised doughnuts and similar fried goods. Acetate is "less" moistureproof and cannot be used on standard high-moisture baked goods.

For raised doughnuts, Acetate can be converted into bags. Both Polyethylene and Acetate can also be printed.

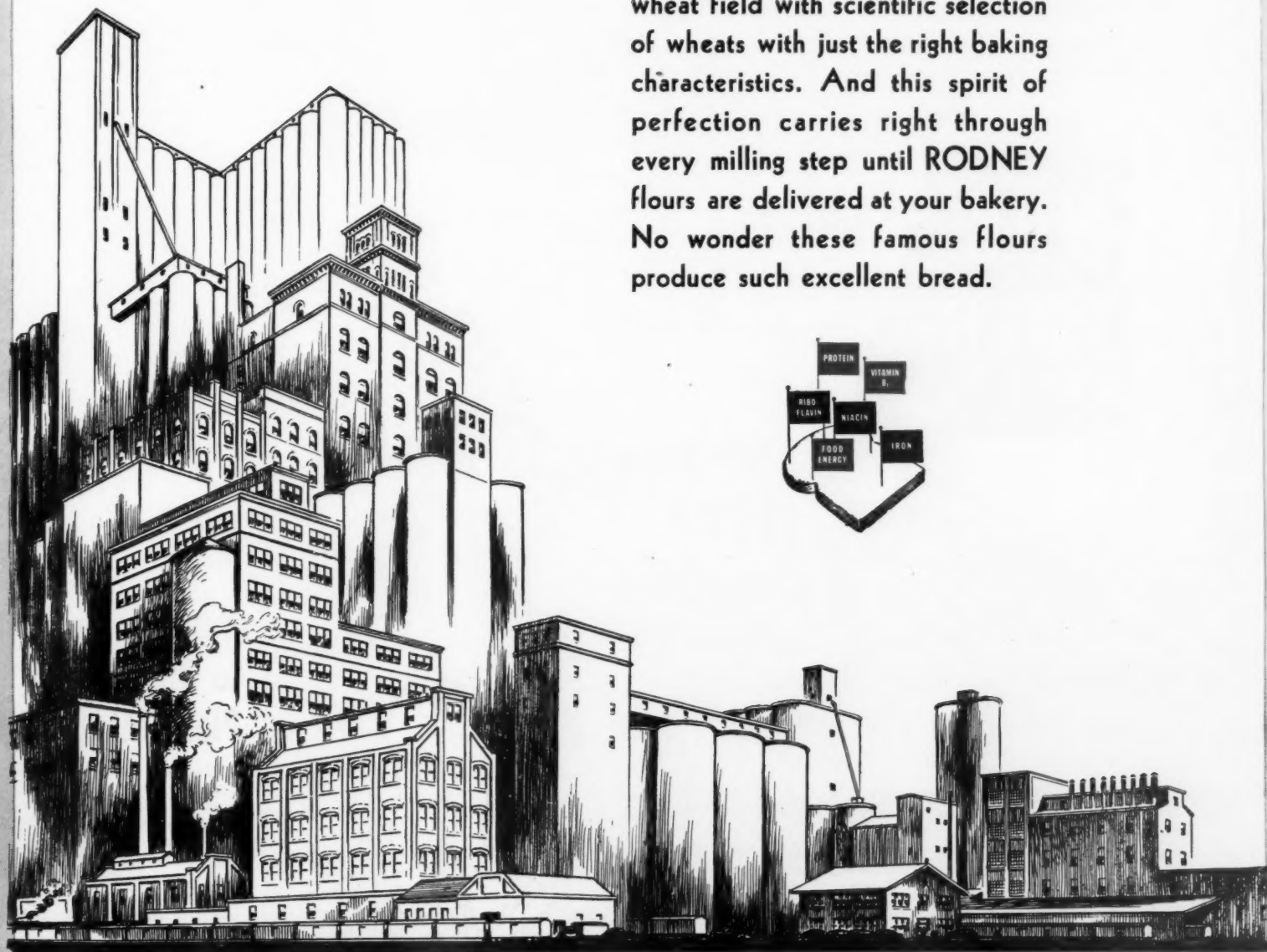
Acetate-wrapped packages are generally glued on special equipment on wrapping machines, instead of being heat-sealed.

Proper packaging, attractive packaging with the proper wrapper becomes more and more of a problem in the baking industry, and already some of the larger companies are employing packaging experts whose job it is not only to check the designing of the packages to be put on the market, but also to plan the correct wrapper and film for the products to be sold.

Riegel Tailor-made Papers for Protective Packaging



If you want delicious, tempting bread—the kind of a loaf that makes a market leader—there is no better way to start than with RODNEY flours. For these superior flours will provide the firmest foundation of top quality. The finer pedigree of RODNEY flours begins right in the wheat field with scientific selection of wheats with just the right baking characteristics. And this spirit of perfection carries right through every milling step until RODNEY flours are delivered at your bakery. No wonder these famous flours produce such excellent bread.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 42 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. In making fancy almond macaroons, it is a good idea to let them set around overnight before baking them. True or false?
2. The mix for fancy macaroons is quite stiff and in order to run them through the bag easier it should be placed in a cold water bath. True or false?
3. A pound of walnut kernels con-

tains a lower calory content than a pound of bacon. True or false?

4. Everything else being the same, when making rye bread using light rye flour in one formula and dark rye in the other, the loaves containing the dark rye will color up faster during baking. True or false?

5. Powdered whole milk solids contains about 10 times more butterfat than powdered milk solids (nonfat). True or false?

6. It is essential that eggs are used in the dough for puff paste products. True or false?

7. Pie doughs made by the roll-in method require a larger amount of

shortening than those made by the regular mixing procedure. True or false?

8. Lady locks or cream horns are very apt to crack and fall apart during baking when made out of old puff paste dough. True or false?

9. A low percentage of humidity in the refrigerator will cause the pieces of sweet dough to crust over quite a bit. True or false?

10. Liquid buttermilk is preferred over powdered buttermilk when making devils food or chocolate cakes. True or false?

11.—The sweetening value of molasses is figured at about 60-72% as against cane or beet sugar. True or false?

12. It is considered a poor practice to mix malt with yeast and water before adding it to the bread dough during mixing. True or false?

13. The ideal temperature for mixing cake batters is between 70 and 75° F. True or false?

14. Wholesale cake bakers are in an ideal position to use boiled icings on their cakes. True or false?

15. Blisters on the top crust of plain buns may be due to using a young dough. True or false?

16. Brown sugar is sweeter than cane or beet sugar. True or false?

17. When baking bread, the action of the yeast is stopped at a temperature of about 160-165° F. True or false?

18. In making invert syrup using tartaric acid, it is a good idea to neutralize this acid with soda before using the syrup. True or false?

19. The rapid cooling of cooked fruit pie fillings can be accomplished by the use of an ice cream freezer unit. True or false?

20. When boiling sugar for making boiled icing the blow stage is reached when the syrup has a temperature of 240° F. True or false?

—BREAD IS THE STAFF OF LIFE—

National Biscuit Co. to Build Large Plant in Chicago

CHICAGO—The National Biscuit Co. has revealed plans to build a new cracker baking plant here, to contain some 800,000 sq. ft. floor space and to cost approximately \$8,000,000.

A one-floor plant with a mezzanine, the structure will augment present facilities in Chicago and may replace bakeries in several smaller cities in the area.

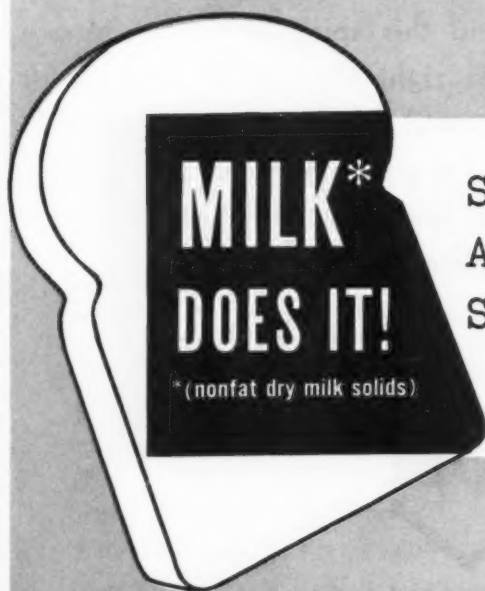
Construction is slated to begin later in the year. Twelve production units are planned, with each oven having a capacity of 3,000,000 crackers. A 125-ft. tower section will contain flour storage.

Paul R. Geyer is sales manager of the central division of the National Biscuit Co., with headquarters in Chicago.

—BREAD IS THE STAFF OF LIFE—

DONALDSON TO BUILD

COLUMBUS, OHIO—The Donaldson Baking Co. will erect a modern one-story office building at 1523 Indianola Ave., Columbus, to be completed about Dec. 1. Firm now has its executive offices at 42 S. 4th St., Columbus, and also operates two bakeries in that city, with additional plants in Canton, Ohio, and Louisville, Ky. The firm has 350 home-servicing routes and its products are also sold in 21 retail stores.



SCIENCE PROVES IT
ADVERTISING SELLS IT
SALES RECORDS CONFIRM IT



Bud Bowman says:
Milk* is your best bread salesman! It's a natural.

*BOWMAN UPC nonfat dry milk solids, precondensed with not more than 1.25% specially treated cereal flour

upc
BOWMAN DAIRY COMPANY
140 WEST ONTARIO ST., CHICAGO 10, ILL.




Better bread, such as you make with 6% or more of BOWMAN UPC* nonfat dry milk solids has behind it a long record of scientific data to prove its superior health values in the family dietary.

Most people, young and old, understand and appreciate the richer, natural taste goodness and added nutrition that plenty of nonfat milk solids give to bread.

More people respond enthusiastically to your advertising, when you tell them how you make your bread richer, more healthful, more highly nutritious with plenty of milk. Sales records prove it!

Let the BOWMAN DAIRY Co. representative help you produce that kind of a loaf for your increased sales and profit.

950
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mix-
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*Helps build
your reputation
as a baker of
the finest cakes*

PIKES PEAK

CAKE FLOUR

The COLORADO MILLING & ELEVATOR COMPANY

General Offices: DENVER, COLORADO

ANSWERS TO "DO YOU KNOW?"

Questions on page 40

1. **True.** This will allow them to dry out to some extent, causing them to better retain their shapes and also the designs made by the star tube.

2. **False.** This would make the mix still stiffer. It should be placed in a warm water bath. Due to being warm, the mix will thin down and be much easier to run out.

3. **False.** A pound of bacon contains about 2,840 calories while a pound of walnut kernels contains about 3,200 calories.

4. **True.** They will color up faster due to the dark rye flour containing a greater percentage of natural sugars.

5. **False.** It will contain about 18 times more butterfat. Powdered milk contains about 27½% butterfat while powdered milk solids (nonfat) about 1½%.

6. **False.** Excellent puff paste products are being produced without having any eggs in the dough. Some bakers add a few yolks to the dough, as

they feel a slight yellow color in the baked products adds appetite and sales appeal.

7. **True.** If the shortening content is identical, the roll-in pie crust will be tougher. It also requires more labor, thereby increasing production costs. The roll-in method will, however, produce a very flaky crust.

8. **True.** As the dough ages, the acidity increases. A high acidity has a detrimental effect on the gluten in the dough. When too much cream of tartar or other edible acid is used in the dough, the effects will be the same.

9. **True.** It is necessary to increase

the humidity in the refrigerator to decrease this tendency. Washing the top of the pieces of dough with oil or melted shortening or placing sheets of waxed paper on the top will help to eliminate this trouble.

10. **False.** The acidity in liquid buttermilk is very apt to vary considerably. This variation may cause non-uniformity in the color of the crumb of the baked cakes. The leavening may also be affected. Powdered buttermilk made by a reliable manufacturer will have a uniform acid content, usually 6% lactic acid. Liquid buttermilk may contain from .5 to 1.5% acid.

11. **True.** The higher grades of molasses are sweeter than the lower grades.

12. **True.** If the mixture is added to the dough immediately, little or no harm will result. However, irregularity in fermentation is apt to result if the mixture is allowed to stand around for any length of time before it is added to the dough. This is due to the vigorous fermentation that is started which may weaken the yeast.

13. **True.** As very few cake shops have temperature control, the temperature of the eggs and milk is usually adjusted so that the finished cake batter has a temperature of about 75° F.

14. **False.** It is just about impossible for packaged cakes to be iced with boiled icings due to the problem of sticking to the wrapper. The retail baker is in an ideal position to use boiled types of icings and should make them as the consumer in many instances prefers this type of icing over the powdered sugar icings.

15. **True.** They may also be due to: (1) Excessive steam in the proof box; (2) too much top heat in the oven; (3) a young or green flour; (4) a very slack dough; (5) rough handling at the oven.

16. **False.** Brown sugar contains in the neighborhood of 85-95% sucrose and therefore is not as sweet as cane or beet sugar which are 100% sucrose. The darker the color of brown sugar the lower its sweetening value.

17. **False.** When the interior of the loaf reaches a temperature of 130-140° F., the enzymes of the yeast are killed and gas production ceases.

18. **True.** The fact that invert syrup which is not neutralized may be somewhat acid does little or no harm to most products in which it is used. However, when invert syrup is used for marshmallow, it is best to neutralize it as the marshmallow is very apt to bleed or weep if this is not done.

19. **True.** It can also be done by using a water jacketed cooling rack or a vacuum cooler. With these types of equipment the fruit can be used a few hours after it has been cooked.

20. **True.** The procedure used is as follows: Take a fine piece of wire and form a small loop on one end. Dip this loop into the boiling syrup and then right after taking it out of the syrup, blow through the loop. When the syrup reaches 240° F., small balloons will form. This procedure can readily be used if no thermometer is available.

—BREAD IS THE STAFF OF LIFE—

22 GRADUATED

OKMULGEE, OKLA.—Twenty-two students were graduated Aug. 25 from the bakery department of the Oklahoma A. & M. College here, according to an announcement by John C. Summers, manager of the department.

DO YOU KNOW THE STORY OF SUPERSHORT

with the All Vegetable Emulsifier



"Ask the Brolite man"

BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave.
New York 3, N. Y.

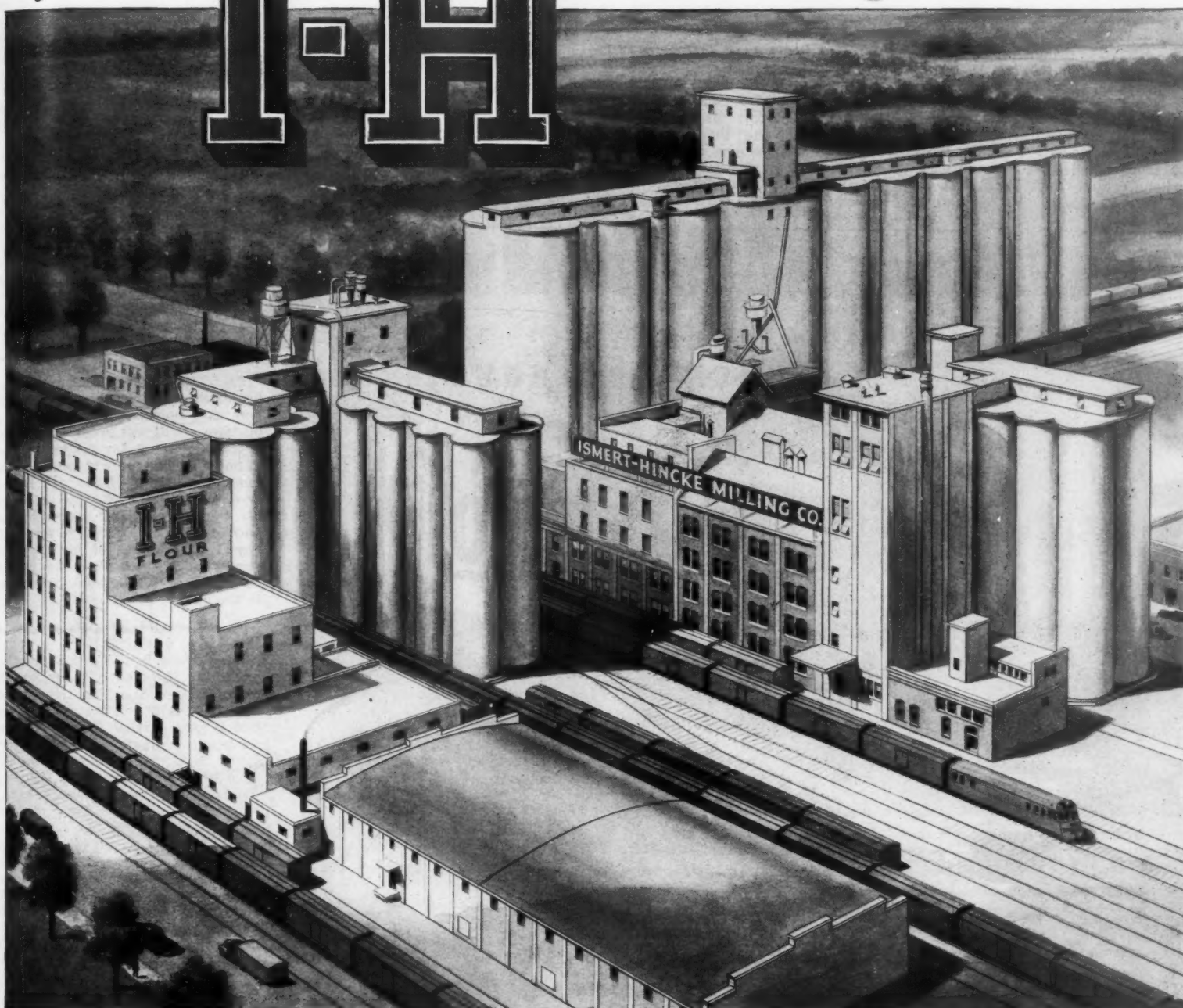
621 Minna St.
San Francisco 1, Calif.

4128 Commerce St.
Dallas, Texas

518 First Ave., North
Seattle 9, Wash.

686 Greenwood Ave., N. E.
Atlanta 6, Ga.

If it's **I-H** milled - it's "good" flour!



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



EVERY baker wants to produce the finest loaf he can. I-H flours make it easier for bakers to accomplish this objective of building a bread market leader. I-H flours are milled with the greatest care and skill from the finest wheats produced in the great hard winter areas of the Southwest.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

The Importance of a Credit Rating

A RETAIL baker recently remarked that he was not concerned about his credit rating. He bought for cash, he said, and he was proud of it.

The pride may have been misplaced. The baker may have been cramping the scope of his activities unnecessarily. Certainly most businesses in the U.S. would grind to a halt if

they had to operate on cash. There is only a fraction of enough cash in existence to do the job. It is estimated that 90% of American business is done on a credit basis.

Too much credit, like too much of anything else, can be disastrous, of course. This is particularly true in a field like retail baking where some expansion is going on and newcom-

ers are attracted in increasing numbers.

Between the extremes of no credit buying at all on the one hand and reckless credit buying on the other is an area in which the business man can build for himself a profitable volume of business and grow as his market expands or he develops the know-how that takes him into bigger

and bigger operations. It is at this point that the credit reporting agency enters the picture. This agency can be of immeasurable help. Actually its function is to assist him in obtaining his requirements in as broad a market and in as great a quantity as his credit standing warrants.

This raises the question: Just what is a credit standing and how does a business man obtain one? A credit standing or rating as symbolized in a rating book such as the Dun & Bradstreet Reference Book represents an expert evaluation of several factors in each case.

Two symbols are used for each name. One indicates estimated financial strength. It is a very conservative estimation of net worth. It represents roughly the difference between what the business owes and what it owns.

The other symbol, the purely "cred-

EDITOR'S NOTE: The accompanying article outlining the functions of Dun & Bradstreet in the world of business credit was prepared especially by the agency for the information of bakers. "The more information the individual retailer gives us," Dun & Bradstreet points out, "the better are his chances of being properly rated and properly presented in the credit report in the files of his suppliers. Credit ratings expedite the flow of merchandise by building confidence in the quality of the risk."

it" indicator, is more complex. For one thing it takes into account the promptness with which the business man habitually meets his obligations. But it goes further than this. It attempts to evaluate some of the more subtle factors that weigh in the balance between success and failure of the business. One of these is experience. How long have the proprietors or managers been in this line of business? How successful were they? What are some of the facts in their background that point toward continued success or possible failure? How efficiently do they conduct their business today? How do they stack up alongside competition? What interests have they, if any, outside their business? Questions like these enter into the picture of the business as a credit risk.

Personal Interviews Used

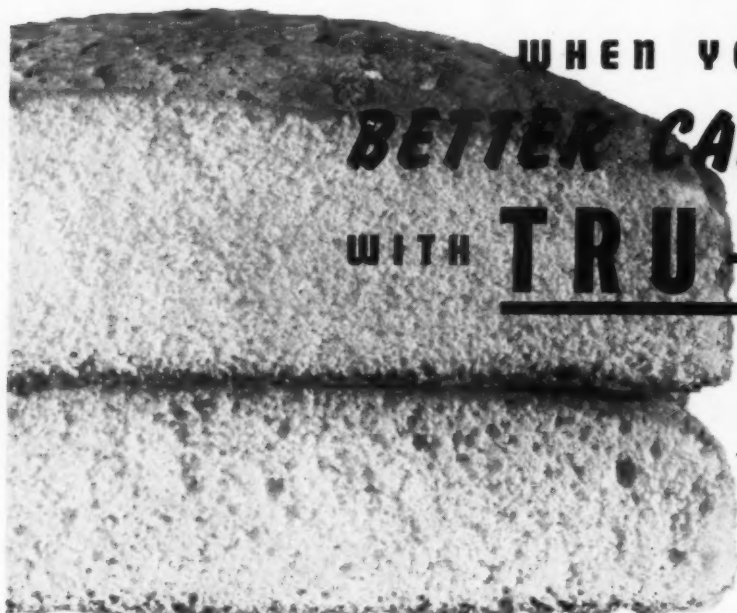
How does the credit reporting organization obtain the facts about each business that is listed in the Reference Book? Dun & Bradstreet uses several means. The principal one is the personal interview with the dealer. Approximately 2,000 trained reporters make regular calls in which they observe and ask questions. The information they obtain from the business man himself they check against facts and opinions they obtain from his suppliers and his banker. They also check court house records for information on mortgages, liens, changes of title, fires and the like.

Even 2,000 reporters calling regularly cannot obtain all the information required to keep the Dun & Bradstreet files up to date on the three million business concerns in the U.S. and Canada. Between the full-time reporters' calls, 25,000 part-time correspondents fill in with facts and figures. The latter are usually local lawyers, accountants, bankers or others who have intimate knowledge of their business community and

(Continued on page 55)

CAKE SALES ALWAYS IMPROVE

WHEN YOU BAKE
BETTER CAKES
WITH **TRU-FLO**



Top Layer—Made with TRU-FLO. Bottom Layer—Without TRU-FLO. Believe your eyes, when you see the improvement TRU-FLO always makes in cakes. Taste the delicious difference, and you'll understand why consumers buy more TRU-FLO cakes.

• Bakers everywhere who bake their cakes with TRU-FLO say their cake sales have improved remarkably, even through the summer season. And that holds true for all varieties.

Single layers or double, iced or uniced, white, yellow or Devils Food, their finer, lighter texture, smoother finish, fresher, more delicious flavor, win consumer favor right through the year.

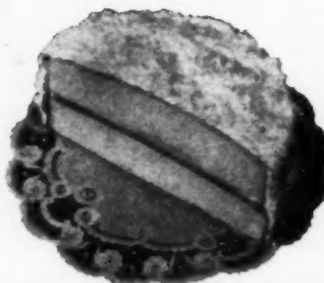
The HACHMEISTER cake expert will be glad to show you how TRU-FLO cakes and icings will always make your cakes outstanding in sales quality.

REG. U. S. PAT. OFF.



TRU-FLO *for Quality Cakes Exclusively*

HACHMEISTER-INC. PITTSBURGH PENNSYLVANIA



STAR SALESMEN



**FULTON'S FAMOUS
MULTIWALLS** to your
own specifications, all
types — sewn open mouth,
sewn valve, sewn valve
with l.c. sleeve, sewn valve
with tuck-in sleeve ...
*Fulton makes your
style multiwall.*

Your selling job is half finished when your product reaches the dealer's store. It must move on to the consumer to complete the sale. That's where your bag container puts in its best salesicks for you.

Sturdy construction that protects the contents... attractive brand design that has eye-appeal and convincing sales punch make your package a winner on the home-stretch to sales.

When your sales are lagging at the half-way mark... take a good look at your package. Is it doing all that it might be made to do in pushing the old sales curve up?

Fulton will be glad to help you in perfecting a bag that will carry its full share of your sales load... call us. There's a Fulton branch near you.

Fulton **BAG & COTTON MILLS**

• ATLANTA
• ST. LOUIS
• DALLAS
• KANSAS CITY, KANS.
• DENVER

• MINNEAPOLIS
• NEW ORLEANS
• LOS ANGELES
• NEW YORK,
434 BROADWAY

All thru September... we'll SCHOOL DAYS



Here's another full-color advertisement in the Bakers of America Program, sure to build more business for the entire industry. This one... featuring the little schoolgirl and the tempting lunch-box sandwich... will be seen by millions of mothers in the

September issue of McCall's and Ladies' Home Journal, and the September 23 copy of Saturday Evening Post.

Use your promotion materials. They'll produce direct sales of bread and all the bakery products you sell.

tell Mother to Remember are **SANDWICH DAYS!**



Good promotion brings the customers in... good BREAD brings them back! And better baking depends on skill and quality ingredients... the kind of dependable, recognized quality that makes Anheuser-Busch Yeast a favorite of fine bakers all over the country.



Bakery Products Department
ANHEUSER-BUSCH, INC. . . . ST. LOUIS, MO.

Ringing

the Baker's

Doorbell

The ideal Baking Co. was recently organized in **Huntsville, Ala.**, by Hugh Wasson, Jr., son of Hugh Wasson, Chattanooga baker-mayor.

The Purity Bakery in **Waukesha, Wis.**, which in mid-June suffered damages estimated at \$40,000 by fire which gutted the premises, has reopened following extensive rebuilding

and modernization, according to R. H. Schuett, owner and manager. The store was closed for one month and is now one of the most modern shops in Waukesha.

Ellison McClure has opened a **Coleman, Texas**, version of McClure's Bakery which his father operates at

1502 W. Beauregard St. in **San Angelo**. Mr. McClure learned the bakery business at his father's San Angelo shop and has wanted to operate his own establishment for the past 17 years.

Mr. and Mrs. John Littlely have sold the **Wellsboro (Pa.) Pastry Shop** and have purchased a fruit farm in

Penn Yan, N.Y. The bakery was sold to David Youngblood and will be managed by Howard Jackson.

Helen D. Snyder, 593 Clinton Ave., **Albany, N.Y.**, has filed a business certificate for Snyder's Bakery at 1116 Third St., **Rensselaer, N.Y.**

The **Minneapolis (Kansas) Bakery** has been purchased from the Loris Griests by Mr. and Mrs. G. O. Crockett, of Salina. Mr. and Mrs. H. J. Rongish, who have been operating the bakery on a lease for a few months will continue it for a short time until the Crocketts take over. Mr. Crockett formerly was a baker in Minneapolis.

The Manor Baking Co., **Kansas City, Mo.**, has leased space in a one-story building at 3814 Main St. for use as a retail outlet.

Fire destroyed Your Bakery building at **Helper, Utah**, recently. The structure, housing a hotel and a club and a cafe, was burned with complete loss in a \$275,000 fire which for a time threatened the business block.

The Cake Shop, 22 East Third St., **Jamestown, N.Y.**, has been reopened following an alteration program.

Work has been started on an expansion of some of the buildings at Fuchs Baking Co., **Miami**. New machinery is to be installed before the end of the year and considerable remodeling done to the enlarged plant.

The Nancy Ann Bake Shop, 1700 S.W. 3rd St., **Miami**, has been closed and the business will be carried on from the shop at 2428 S.W. 8th St.

Mike Chaves has taken out a permit for operation of a bakery at 602 N. 13th St., **Rocky Ford, Colo.**

William E. O'Connor has opened a bakery at 6240 W. 48th Ave., **Denver**, which is operated under the name of Conner's Corner.

Edward F. Carroll has opened a bakery at 1255 S. Pearl St., **Denver**.

The Elite Pastry Shop, 1433 Pearl St., **Boulder, Colo.**, is now owned by Fred and Norma C. Ebel.

Schillinger Bakery is a new shop opened at 4051 Tejon St., **Denver**, by C. O. Schillinger.

The Pie Pan Bake Shop has been opened at 1728 S. Marion St., **Denver**, by Corrine G. Faust.

Mrs. John McManus has opened a retail bakery at 326 Euclid St., **Fort Morgan, Colo.**

Mrs. Ingrid Wikstrom has established the Swedish Bakery at 2220 E. Colfax Ave., **Denver**.

Harlan Edwards, formerly a retail baker in Weyauwega, Wis., has opened a new retail shop in **Manawa, Wis.**, which he is operating with his wife. Mr. Edwards is a veteran of World War II, in which he served as a baker for the Navy. Prior to that

More Bread is Eaten....

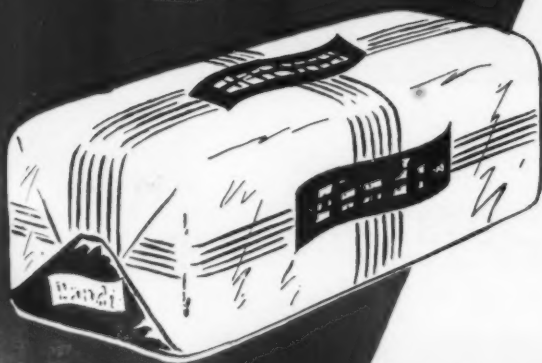
when Nonfat Dry Milk Solids

IS IN THE FORMULA

Yes, there is a marked preference for bread made with at least 6% nonfat milk solids. Surveys by university authorities proved conclusively . . .

In Missouri . . . 5.03% MORE bread eaten.
In Minnesota . . . 3.29% MORE bread eaten.
In California . . . 4.4% MORE bread eaten.
when 6% nonfat dry milk solids was used in the formulas.

MILK SOLIDS
MAKES THE DIFFERENCE!



Use a "6% formula" and tell your customers that each pound of your bread contains the nonfat milk solids of seven ounces of milk. Then watch consumer acceptance grow and your sales climb!

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

What Makes It So GOOD ?

① ✓

**Wheat
Selection**

② ✓

**Testing
Laboratory—
Pilot Mill—Bakery**

③ ✓

**Facilities
(Equipment)**

④ ✓

**Milling
Know How**

⑤ ✓

**Housekeeping
(Pest Controls)**

⑥ ✓

**Service
Handling & Shipping**

⑦ ✓

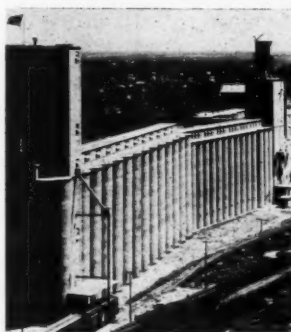
**Priceless
Ingredient**

③

**Facilities
(Equipment)**



MILL: Completely equipped for efficient milling of good flour that always gives "Identical Performance" in the bakery. Daily capacity 5,000 hundred weights.



STORAGE:
Large modern elevators with over two million bushels grain storage space. Always ample supplies of excellent wheat.



TRANSPORTATION:
Gooch at Lincoln, Nebraska is served by five railroads. On time delivery at the bakery is the result of this main line service.

GOOCH'S BEST FLOUR

Needs No Blending to

Make GOOD Bread

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

he was for 17 years with the Hartman Bakery in Waupaca. The bakery has been equipped with the latest production facilities and machinery and a modern decor is followed in the retail store.

A newly modernized and expanded establishment has been opened by the O-G Baking Co., **Pratt, Kansas**. A grand opening was held from 9 a.m. to 8 p.m. when the management gave prizes to visitors, and served free coffee and doughnuts. Business growth of the bakery forced modernization and expansion. The bakery has been doubled in size, and new fixtures in-

stalled. Equipment of the latest models has also been installed.

The plant of the Arkansas Baking Co. in **Forrest City, Ark.**, owned by Donald Montgomery, was destroyed by fire recently with a loss of \$50,000.

Guy Edward Allen, a baker, has filed a petition in voluntary bankruptcy in federal district court in **Richmond, Va.**

Gus Miller, owner of the Quality Bakery in **Ionia, Mich.**, has purchased the Home Bakery from Lyle and Doyle Blaisdell, closing the Quality

Bakery at 213 W. Main and moving to a new location across the street. A home delivery service started over six months ago by the Quality Bakery will be expanded.

The Saugatuck (Mich.) Bakery and Delicatessen, Mr. and Mrs. Jack Cobb, owners, has opened in the new Butler Street Bldg.

The "pioneer" western store of the Federal Bake Shops, Davenport, Iowa, opened recently in **Salt Lake City** with an open house at 57 South Main St., heart of the business district. George Dixon is manager of the

LOS ANGELES MAY ENTER BAKING INDUSTRY

LOS ANGELES—The city of Los Angeles may go into the bakery business. Tentative plans drawn up for the new \$14,500,000 Police Building call for a bakery to be built in the basement. The total cost for building a bakery plant is set at \$62,000. Of this amount, \$17,000 is allotted for equipment.

local store. Though there are 92 shops in the group, the closest one to the Salt Lake outlet is in Des Moines, Iowa. With the exception of himself, all employees, he reports, are Salt Lakers.

The Manor Baking Co. has leased a one-story building on Main St. in **Kansas City** for use as a retail outlet.

The Blue Bonnet Baking Co. recently was incorporated in **Dallas** by T. J. Reagen, Joe Drelich and Bernard Stein.

Mr. and Mrs. A. G. Allen, who operated a bakery in **Galesville** for 16 years, have opened the Allen Bakery in **Blair, Wis.**

Mr. and Mrs. Harlan Edwards, recently opened a bakery in **Manawa, Wis.**

Carl Thomaser has sold his bakery at **Vermillion, Alberta**, and Jacob Yaciuk has taken over the business.

R. A. Lindberg and Rudy Hitti have taken over the New York Bakery, 728 Main St., **Durango, Colo.**

Eda V. Harper has opened a bakery in **Red Feathers Lakes, Colo.**

The La Petite Pastry Shoppe is a new bakery located at 4940 W. 29th St., **Denver**. The owner is Francis R. Salzer.

Fire caused extensive damage on the second floor storage room of the Towntalk Bakery, 815 N. Washington St., **Junction City, Kansas**, recently. Cause of the fire was undetermined. Building, equipment and contents were damaged extensively.

Lewis Hasty, former operator of the Cozy Bakery in **Bastrop, Texas**, has opened the Bastrop Bakery and Coffee Shop in the Garza Building.

Plans are on file with the city of **Buffalo** for erection of a bakery shop and store building at 1230 Delavan Ave., **Buffalo**, by Angelo Costanzo, with cost estimated at \$12,000.

Following completion of a remodeling and redecorating program Englestad's Bakery at 308 W. Second St., **Jamestown, N.Y.**, has been formally reopened.

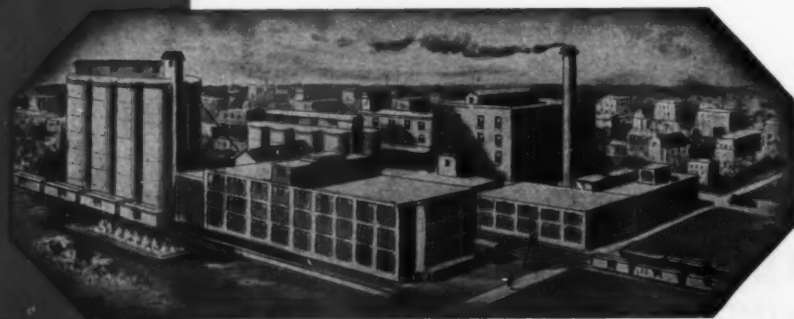
The business and buildings of Dutchess Pastries, 2184 Wealthy, S.E., **Grand Rapids, Mich.**, has been sold by Jerry H. Hempel to Mr. and Mrs. Bruno Otto, who formerly operated a bakery at Sturgis.

Incorporation papers are on file in **Buffalo** for Rimbeck's Bakery, Inc., with capitalization of 200 shares. The

Verdict

FOR YOUR LOAF

Every baker's bread goes on trial every day—on trial before the hundreds of housewives who purchase it. So if you want to hold public preference, if you want to win the housewife's verdict, you can't be too careful about the quality of your ingredients. REX and CHARM are two bakery flours that have no quality troubles. They are carefully milled from wheats of proved baking excellence. They are a sure way to the finer bread quality customers appreciate.



J. F. Imbs Milling Co.
420 MERCHANTS EXCHANGE
ST. LOUIS, MO.

Dry Yeast is Here!



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



incorporators are Lillian Warren, Louis Perlmutter and Anne L. McParlane.

Bernard Bartels of Muskegon has opened a new bake shop at Sparta, Mich.

The Martha Ann Bakery, Enid, Okla., has installed an automatic bread wrapping machine.

The Rodgers Baking Co., El Dorado, Kansas, was incorporated Aug. 2 at Topeka with a capitalization of \$100,000. Incorporators are Harvey G.

Rodgers, Doris L. Rodgers of El Dorado, and Paul R. Kitch of Wichita.

A building permit has been awarded to Harold T. Hayes for construction of a bakery shop building at 69 Chenango St., Buffalo, at a cost of \$23,800.

Store No. 132 has been added to the Van de Kamp Holland Dutch Bakers' retail chain. It is located in suburban West Arcadia, Los Angeles.

Tommy Green and Ray Ostermeier, operators of the Georgia Baking Co., Thomaston, Ga., have bought

out the Bake Rite Bakery, Gordon St., Atlanta, Ga., and plan to move it to Thomaston to supplement their present equipment.

The Blair (Wis.) Bakery, operated by A. G. Allen, has been completely modernized and has installed a 12-pan oven, 80-qt. mixer and new show cases.

Mr. and Mrs. Ray Mercer of Chicago have opened Ray's Bakery at 2024 Central Ave. in Hot Springs, Ark., specializing in 1-lb. loaves of home-made bread. While the bakery

BAKERS CLUB OF CHICAGO ISSUES 1950 ROSTER

CHICAGO—"The most comprehensive directory issued by the Bakers Club of Chicago" has been sent to Bakers Club Members. More names appeared in the 1950 roster than ever before, representing every branch and segment of the industry as well as every part of the U.S. and several foreign countries.

will continue under its old name it will be under entirely new ownership.

The bakery shop formerly known as The Tommy Pastry Shop at 1224 Central Ave., Albany, N.Y., has been reopened as Heim's Bakery by William Heim.

R. D. Smith, owner of Smith's Fine Pastries, 3712 N. Western, Oklahoma City, has purchased additional equipment and will operate a bakery at 711 N.W. 36th.

Ann's Bakery, Tulsa, Okla., and People's Bakery, Okmulgee, Okla., have installed new ovens.

The Continental Baking Co., Tulsa, has added four new delivery trucks to its fleet.

Schipper-Chase, Inc., Dayton, Ohio, has been incorporated to deal in bakery and confectionery supplies and foods, with 250 shares of stock, the principals being Vincent B. Schipper, George H. Chase and Leo T. Hollen.

Champ Bowden has reopened Bowden's Bakery at Nashville, Ark. Free doughnuts and coffee were served on the opening day.

A fire at the Wool-Scott Bakery, South Tioga St., Ithaca, N.Y., caused damage estimated at \$100,000. The blaze is believed to have started in the mixing room of the three-story building.

The Stroehmann Bros. Co. has purchased property at 352 Hughes St., Williamsport, Pa., for future expansion of its baking plant at 339 Washington Boulevard.

New store fixtures and cases have been installed by the Dudeck Bakery, operated by Rheiny Dudeck in Milwaukee.

The People's Bakery, Prairie du Chien, Wis., has installed a new 110-qt. mixer.

The Nancy Ann Bakery, 711 N.W. 36th, Oklahoma City, whose proprietor is M. Ted Nicklas, will be moved to a new location at 58th & Western.

The Dexter (Mich.) Bakery, recently celebrated its "Third of a Century," with a one-day open house and free coffee, tea and baked goods between 1 and 5 p.m. Joe Schnebelt, Jr., son of one of the founders, is the present owner.

The Gerster Bakery, Havana, Ill., has undergone a complete renovation, including a new floor and show cases.

Charles Stephens, a baker of Cincinnati, Ohio, plans to build a bakery on an unimproved lot at 1635 Daumer Ave., Walnut Hills.

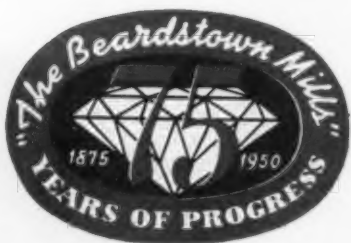
A "Straight shooter" on the BAKER'S team!



Our aim has always been to shoot square with the *Commercial Baker*. Most of our flour production goes to commercial bakers . . . very little into family type flour packages . . . none into prepared mixes. Naturally this makes the baker's target our target . . . the baker's problems *our* problems.

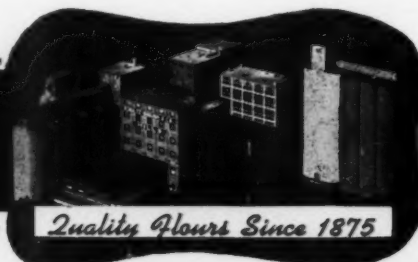
We specialize in offering improved service on a complete line of baker's flours of tested quality . . . uniform flours developed by modern laboratory control and a rigid, continuous sanitation program.

We welcome your inquiry regarding our complete range of flours and prompt, friendly *specialized* service.



SPRING WHEAT FLOURS ★ HARD WHEAT FLOURS ★ SOFT WHEAT FLOURS

The Beardstown Mills
BEARDSTOWN, ILLINOIS





Uncompromising Quality Since 1776

With pride the early American craftsman stamped into his hand-wrought silverware the hallmark, his emblem of integrity and quality. It is with similar pride Shellabarger's points to its crest, a symbol of uncompromising quality since 1776. Widely preferred among quality-conscious bakers, Shellabarger's Flours are the product of nearly two centuries of skill and know-how. The Shellabarger's crest is your best protection for steady, dependable bakery performance.

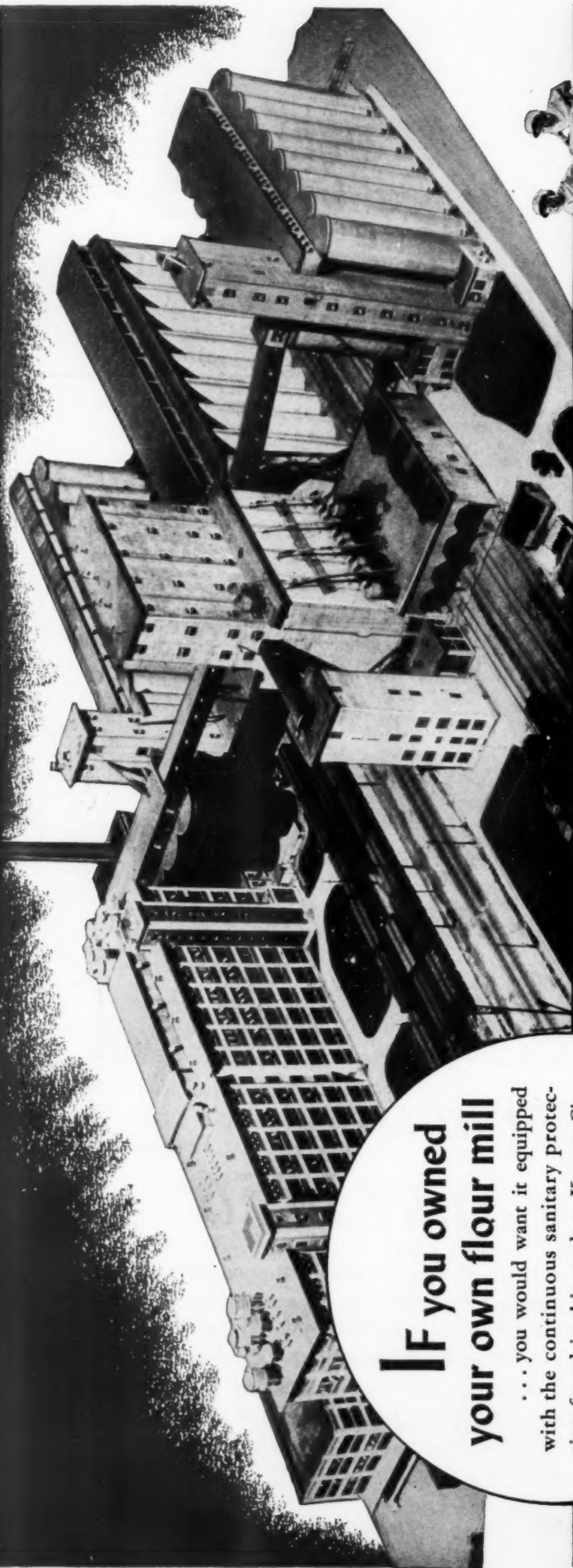
Since 1776? SHELLABARGER'S FLOUR MUST BE GOOD!

SHELLABARGER'S, Inc.
SALINA, KANSAS

**PEACOCK
BIG "S"
GOLDEN BELT
PANCrust
WONDERSACK
DOUGHBUSTER**

Modern Mill Sanitation

PROTECTS **STANDARD** FLOURS



**If you owned
your own flour mill**

... you would want it equipped
with the continuous sanitary protec-
tion found in this modern Kansas City
plant of Standard Milling Company.
All of "Standard's" big mills have
the same sanitary equipment
which protects every bag
of flour shipped
to you.

STANDARD MILLING
COMPANY
BAKERY FLOURS



• GENERAL OFFICES: CHICAGO 6, ILLINOIS

New Bakery Chain Begins Operations in California

LOS ANGELES—A new bakery chain is taking form in California, to be known as the Sugar 'n' Spice stores. The organization will be a subsidiary of the Golden State Co., Ltd.

Headquarters building will be located on the industrial tract area of the International Airport here. The building now under construction, land and equipment will represent an initial investment of \$200,000.

The bakery firm expects to occupy its new building and begin operations by the middle of September. More than 100 will be employed.

The Golden State Company, Ltd. is one of the leading wholesale milk and ice cream concerns in California. This present move is an attempt by the company to diversify its business, it was pointed out. A full line of bakery goods will be sold through franchise holders in super markets in southern California.

Credit Rating

(Continued from page 44)

who understand business and credit problems.

Among the correspondents who later distinguished themselves in public life was Abraham Lincoln. His report to the St. Louis office of the agency on the impecunious Springfield, Ill., grocer, who, he said, had a "rat hole worth looking into," is a classic example of Lincoln's humor, and typical of the freedom of expression of the early credit investigators. Many men of distinction served as correspondents early in their careers, among them, Presidents Chester A. Arthur, Grover Cleveland, William McKinley and a host of governors, senators and judges.

Requests by Mail

At intervals Dun & Bradstreet supplements the work of the reporters and the correspondents by requesting by mail certain kinds of financial information. Recently nearly three million of these requests were mailed to American business concerns. Most business men cooperate readily with the credit reporting agency. They know that by filling in the forms mailed to them and that by answering frankly the questions the reporter or correspondent asks, they provide the agency with the facts needed to present a full and accurate picture of their business. They know, too, that by supplying the facts to the agency they save themselves the bother of answering the same or similar questions many times over, as they would be asked to do if their suppliers and potential suppliers had to go to them direct for the information. In effect, Dun & Bradstreet serves as a clearing house for those who sell goods or services to business concerns.

Information furnished to Dun & Bradstreet is handled confidentially, and becomes available in the form of a report only to those subscribers who have a legitimate business reason for inquiring. These subscribers are generally suppliers or insurance underwriters who are interested in doing business with the concern recorded.

The Dun & Bradstreet Reference Book lists the manufacturers, wholesalers and retailers of the U.S. and Canada and indicates by appropriate symbols for each name the major line of business, the approximate financial strength and the estimated credit risk.

The Dun Reference Book first published 20,000 names of traders in 1859. These names were mainly in the eastern states. In 1866 two books were published annually and 1873 four issues were published each year. In 1930 six issues were published. The number of names listed passed

the million mark in 1886 and the two million mark in 1921.

7,000 Changes Daily

The average number of changes in the Reference Book is 7,000 daily, representing an average of nearly 2,000 new names, 1,900 deletions and 2,700 changes in ratings. The balance represents changes in trade styles and in bank listings. The Reference Book is the largest regularly published volume and requires a trained staff of printers and a large privately owned printing plant at Brooklyn, N.Y., for its production.

There is, of course, no charge to any business for listing in the Reference Book. The cost is borne by the approximately 80,000 subscribers to Dun & Bradstreet services.

The techniques and skills required in credit reporting have improved as the size and complexity of American business has developed. But now, as in the past, the basic objective is the same—to enable the business man to obtain merchandise on his reputation and demonstrated qualifications. Credit ratings expedite the flow of merchandise by building confidence in the quality of the risk.



Eliminating the unpleasant (and costly) job of cleaning carbonized grease from pans is only one of the many reasons why so many bakers are now using DC Pan Glaze . . . To these thousands of bakers, DC Pan Glaze has become one of the basic ingredients in their formula for cleaner bread, cleaner bakeries, better production and lower maintenance costs.

Each day you see additional proof of the baking industry's overwhelm-

ing acceptance of DC Pan Glaze! For example leading pan manufacturers are now featuring new pans factory-treated with this Dow Corning Silicone coating, and pan cleaning and glazing services are springing up in all parts of the country.

Let our bakery service men give you the advantage of their experience in helping thousands of bakers to realize all the advantages of DC Pan Glaze. No cost or obligation. Simply call our nearest Dow Corning Branch Office today!



DC Pan Glaze

HELPS YOU BAKE CLEANER BREAD

PG 50-1



DOW CORNING CORPORATION, Midland, Michigan

Member

PERMASLIP the New Dow Corning Silicone release agent for heat-sealing equipment.
 • PREVENTS STICKING of waxed paper or plastic film.
 • PREVENTS BUILD-UP
 • EASY TO APPLY
 • ECONOMICAL TO USE
 PERMASLIP available in 2 oz. tubes from your Bakery Supply House or Paper Jobber.



- ATLANTA 1343 Spring St., N. W.—Atwood 9011
- CHICAGO 228 North LaSalle Street—Franklin 2-4945
- CLEVELAND 2215 Terminal Tower—Cherry 1-0590
- DALLAS 2722 Taylor Street—Prospect 7-2336
- LOS ANGELES 1514 South Hope Street—Richmond 7-0338
- NEW YORK 5718 Empire State Bldg.—Longacre 4-4730
- CANADA Fibreglas Canada, Ltd. GREAT BRITAIN The Antelope Company
 1200 Bay Street, Toronto 49 Park Lane, London, W. 1

THE RAISIN



PARADE

Raisins are stepping high and handsome—higher sales, handsomer profits for bakers everywhere

BAKERS using plenty of raisins in bread and other products are cashing in . . .

Reason 1. The entire California Raisin Industry is 100% behind a drive to help sell more raisin baked goods.

Reason 2. Bakery goods made with raisins have an *extra* quality and *extra* appeal to the consumer.

Reason 3. These "extras" mean increased sales and profits.

Here's how the California Raisin Industry is helping bakers achieve greater sales of raisin baked goods—

By a nation-wide advertising campaign in leading consumer publications.

By supplying merchandising material so bakeries may tie into this raisin promotion at the point of sale—at counter and cash register.

By offering the services of W.E. (Bill) Doty, the industry's bakery service manager, for first hand assistance to the baking industry.

And by providing a comprehensive booklet of tested raisin baked goods formulas. This booklet may be obtained free of charge by writing the California Raisin Advisory Board.

Get your Seat
on the Band Wagon—in time
for this year's

ANNUAL RAISIN HARVEST FESTIVAL

(Starting Nov. 2nd)

—and another big year, with the Raisin Parade in full swing. Watch for the striking 4-color Raisin baked goods consumer advertisement in the October 21st issue of The Saturday Evening Post and followed by a parade of Raisin consumer advertising.



AND WRITE FOR FREE DISPLAY MATERIAL

—attractive sales-building bread rack hangers, counter cards, etc., and effective raisin merchandising ideas. A post card will bring them—CALIFORNIA RAISIN ADVISORY BOARD, P.O. Box 1963, Fresno, California

SO JOIN THE PARADE

for more sales . . .
extra profits

STEP UP YOUR RAISIN
GOODS OUTPUT

PUT RAISIN GOODS
ON DISPLAY

GET YOUR SALES FORCE
BEHIND THE PROMOTION

ADVERTISE RAISIN
PRODUCTS YOURSELF

FOR EXTRA PROFITS

TIE-IN WITH—

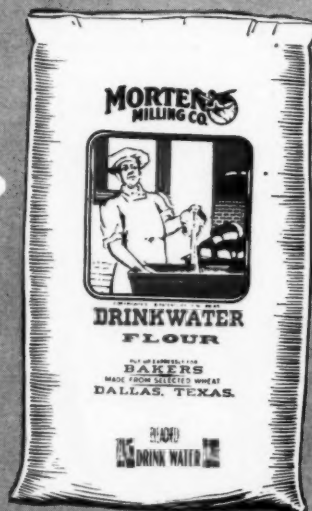


RAISINS

For Ever-Uniform Quality!

MORTEN
MILLING
COMPANY
DALLAS,
TEXAS

LD 387
LD 183



riations, gauging sales results, making advance sales estimates, determining long-term policies and making the operating budget are included in the publications. Some of the businesses covered by the handbooks are general stores, hardware stores, lumber-building materials dealers and automobile dealers.

No. 361—Automatic Pan Sprayer

The development and introduction of the Klinck Automatic Pan Sprayer to the baking industry has been announced by the exclusive distributors for the U.S. and Canada, the

H. C. Rhodes Bakery Equipment Co.

Advantages of this new Klinck Automatic Pan Sprayer are said to be new features and the elimination of disadvantages prevalent in other sprayers. The five outstanding features are the saving of labor and material costs; the electrically exact spray timing; the adjustable spray coverage with no fogging; the ability to spray any type of pan; the portability of the Klinck to any place in the plant.

The Klinck automatic pan sprayer eliminates air-pressure in the form of an air-compressor as part of the machine; or through running an air

hose from the bakery compressors.

The electrically exact timing eliminates mechanical timing, prevents excessive spraying of the pan or wasteful continuous spraying if the pans stop on the mechanical trip.

The adjustable spray coverage prevents unnecessary spray coverage including the whole underhood chamber; and also is not limited to standard size bakery pans. The Klinck Automatic Pan Sprayer is able to handle standard size, variety pans, rye screens and sheet pans.

The sprayer comes in two finishes; white enamel with stainless steel trim or complete stainless steel.

No. 363—Case Packing Methods

Designed and written to take the guesswork and grief out of selecting and using corrugated and solid fiber shipping cases, a convenient and informative 8-page technical service bulletin has been issued by Paisley Products, Inc.

Included in the booklet are the advantages, applications, composition, forms, properties and sealing techniques of case sealing adhesives for hand or machine sealing operations. A special section illustrates and describes all the well-known automatic case sealing machines. A digest of fiber board container facts is included.

No. 360—Electric Tying Truck

The Lyon-Raymond Corp. has issued a new bulletin describing its riding type Space-Maker electric tying truck, in which three models are described: the skid tying model, pallet tying model for single-faced pallets, and a tying model for double faced pallets. This new tying truck will tier 48 by 48 in. loads at right angles from a 6 ft. aisle. The pallet models are designed to handle 2,000 lb. at 24 in. load center, and the skid model will handle 2,000 lb. and 4,000 lb.

No. 362—Rubber Floor Mats

The Pittsburgh Tag Co. is marketing a floor mat which is said "to reduce or eliminate leg and arch fatigue of workers who stand at their work." It is described as follows: "The Lam-Tex standard floor mat is scientifically constructed of a special neoprene and latex composition. It is soft, porous, resilient, tough, washable and features maximum softness without loss of tensile strength. It will resist most solvents, soaps, oils, chemicals, grease and sun rot."

—BREAD IS THE STAFF OF LIFE—

CAROLINAS BAKERS MAKE 1951 CONVENTION PLANS

CHARLOTTE, N.C.—The officers and board of the Bakers Association of the Carolinas met Aug. 6 at the Barringer Hotel here and laid the groundwork for the 1951 convention to be held June 9-11, 1951, at the Ocean Forest Hotel, Myrtle Beach, S.C.

Members of the various committees were appointed. It was decided to appoint co-chairmen to succeed the chairmen for the following year. Special plans are being made to further the start the association has of making their conventions into a family affair with separate activities for the "future members of the association," the juniors and teen-agers. The original "Allied King for a Night" program will again be featured with the "Carolina Show Boat" presenting the "Gay Nineties Revue," according to Louise Skillman, secretary of the group.

—BREAD IS THE STAFF OF LIFE—

NAMED BY MOLASSES FIRM

NEW ORLEANS—Armand J. M. Scully, Jr., has been appointed director of sales for the southern division of the Colonial Molasses Co. with headquarters at 400 N. Gayoso St. here.



made with

Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

In bread Wytase uses its natural enzyme systems to produce sparkling white crumb color in much the same way as Nature adds pure beauty to the flowers of the field. There's eating enjoyment in lacy soft bread made with Wytase—and that's the final answer to good bread, isn't it?

J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois



snap judgment

You-r-r Out! And, "Umpires never make wrong decisions!" But, snap judgment can be very costly when it comes to purchasing containers for your products. You'll want to know about the consistent quality of the materials, the strength and protective features, the sharp, clear printing for your brand-name.

You'll also want to know your supplier and the services he renders. All are important to you because they vitally influence the sale and acceptance of your product. Your technically trained Chase Salesman is eager to give you this information. See him today.



- cotton bags of all kinds
- Topmill burlap bags

bags for all industry and agriculture...

- paper & Multiwall bags
- Saxolin open mesh bags
- combination bags, liners, and specialties.



CHASE BAG CO.

GENERAL SALES OFFICES

309 WEST JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK • SAN FRANCISCO

Successful Selling

(Continued from page 31)

advantage, and not merely for the industry as a whole. The more co-operation of this kind that is provided, the more successful will the campaign be at all levels.

Packaging Related Foods

On all sides we hear and see more about selling related food items together. Bakery products are advertised with other foods which are

eaten with them, and a great many other similar examples could be given. Retail grocers are being urged to display such related items together in their stores, on the very sound theory that such displays will increase the sale of all the items concerned.

In fact, this theory has gone so far that some of these foods are now being prepackaged together in a single unit. These packages are frequently referred to as "foodtainers." The base is usually a pulp paper tray on which the products are placed, and then carefully wrapped with some sort of a visible wrapper.

This idea is being used for displays,

even though the foods are not actually wrapped together when delivered to the consumer. We have seen many attractive bakery windows where this display theory was employed, and the idea could be used much more extensively. It is no longer sufficient merely to bake a loaf of bread or a cake and place it in a show case. An added sales push is needed, and related food displays are helping to provide that extra effort.

—BREAD IS THE STAFF OF LIFE—

LARGER CAPACITY

Doctors say women can eat more than men because a woman's stomach has greater capacity.

Merchandising, Marketing Plan Aids Expansion

The Koeppinger Bakery, Detroit, in less than two decades has secured local distribution and expanded to most of the towns of Michigan's Lower Peninsula and into Ohio. Unlike "Topsy," however, Koeppinger didn't "just grow." Its expansion resulted from a definite sales and merchandising policy.

Baker of quality breads at premium prices, Koeppinger's over-all marketing plan called for securing complete distribution among all trade outlets. This plan evolved from the belief that these specialty breads would be noncompetitive with the bakers of regular bread.

To guarantee this complete distribution, Koeppinger first concentrated on the Detroit area, using outdoor advertising to feature Koeppinger's Famous Health Bread on 24-sheet posters. The bakery used a 12-month schedule of 25% showings. As the popularity of this specialty loaf increased, Koeppinger began using illuminated suburban bulletins in the vicinity of Detroit, Flint and Grand Rapids, Mich., and Toledo, Ohio. Now the flourishing outdoor campaign features Koeppinger's Raisin and Pumpernickel loaves, as well as its Famous Health Bread.

Consolidating its gains and looking ahead, Koeppinger doubled its outdoor advertising space for 1950. Early this spring, outdoor posters introduced the new Koeppinger's Early American White Bread. The campaign was a notable success.

Koeppinger has discovered that by featuring several specific breads he has, coincidentally, built big consumer demand for his entire line of products.

—BREAD IS THE STAFF OF LIFE—

Frozen Cookies Introduced in Northwest

Nine types of frozen cookies were introduced to Northwest markets recently by the Jorge's Jolly Bakers, a subsidiary of the Jorgensen Danish Bakeries, Inc., Seattle.

Nick Jorgensen, leader of the prominent Northwest bakery and restaurant chain bearing his name, announced that dinner scones, home style biscuits and other bakery products would follow shortly.

Originating from an icebox cookie called "Overnight," the frozen cookie batters are packaged in conventional wax overwrap units containing three varieties of cookies. Flavors include vanilla, chocolate, chocolate marble, butterscotch with roasted almonds, butterscotch with glazed cherries, chocolate chip, butternut and macaroon.

Batter rolls, separately wrapped in waxed paper guaranteeing "Crunchy," yield about 20 cookies each, or 60 cookies per package. The units retail at 29¢ each and are being distributed as widely as possible.

Although introductory ads were used in a local grocery magazine and one metropolitan paper, an aggressive promotional program on radio, television and newspaper media will not be launched until in the late fall when women are more inclined to serve oven offerings. All promotions are being handled by Hiddleston, Evans & Merrill, Inc., Seattle.

Superior 3 Ways

PFIZER ENRICHMENT WAFERS



1. Less Dusting in Transit

Note the way these Wafers resist breaking and dusting—how the handy set-up box aids dispensing.

2. Superior Disintegration

Watch how the excellent disintegration properties of these Wafers assures speedy dispersion in either water or yeast suspensions.

3. Superior Distribution

See the way fine non-lumpy suspensions of these Wafers spread and mix throughout the dough—assuring uniform enrichment every time.

Pfizer Enrichment Wafers are available in boxes of 50 Wafers—type "A" for high and type "B" for low milk fat content. Each Wafer is doubly scored to facilitate the

preparation of smaller batches. Write today for our latest descriptive leaflet. Chas. Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N.Y.; 425 North Michigan Avenue, Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.



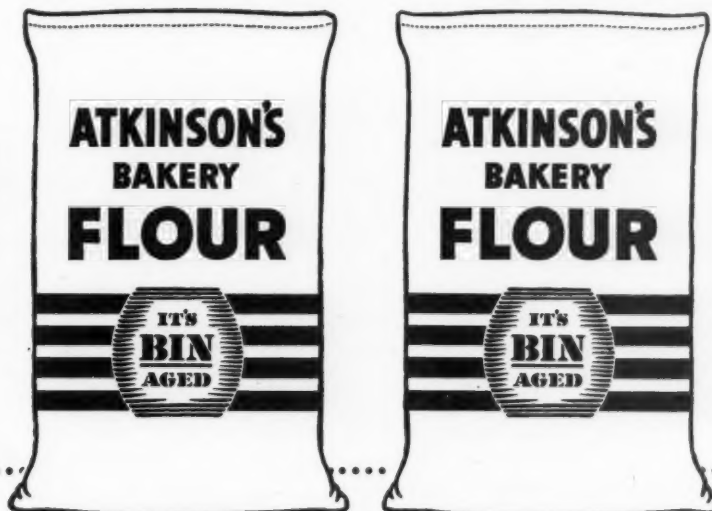
PFIZER

Manufacturing Chemists for over 100 years

It's enough for cigarettes to smoke alike

...and for the chorus to step alike

But flours have to
BE ALIKE!



3 extra steps guarantee uniformity



**AND IT'S
BIN CHECKED**

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hair-line adjustment.

EXTRA STEP No. 2—we make a special

bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

3 BAKER FLOURS



that give

*baking consistency
that's hard to beat.*

TEA TABLE

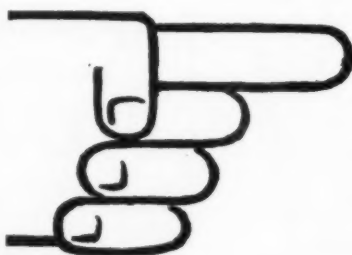
OVENSPRING

BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

EXTRA BAKING VALUE ALWAYS

Any baker can always be safe and sure of quality results in his bread when using BUFFALO flour. These baking virtues are firmly founded on selection of the finest wheats, carefully chosen for superior baking characteristics. That's why BUFFALO means smooth shop production, lower costs and a fine-textured, tasty loaf.



THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

F. W. STOCK & SONS INC.

HILLSDALE, MICHIGAN

MILLERS SINCE
1862

CAKE & COOKIE FLOURS • DONUT MIXES • DONUT MACHINERY

*Every Wheat
Signs
It's Name!*

... That's Why

WALNUT CREEK FLOURS INSURE BETTER BAKING

ON THE laboratory mixograph every wheat plainly writes its own "signature." And better than any handwriting expert, the cereal chemist can read in these signatures the *true* baking characteristics of the particular wheat sample.

Different wheat varieties produce flours of different mixing tolerances. The mixograph records the reaction of flour with water and shows the relative strength or weakness in a sample. The machine mixes a sample over a 10-minute period and makes a continuous recording of the dough resistance. Difference in time required to mix a dough to a peak, the steepness with which the curve falls off from a peak, the width of the curve, and the point to which it falls at the end of the 10-minute cycle, gives an index which enables us to choose a proper mill mix.

Poor varieties quickly reach their peak and become slack if over mixed, while good varieties show a greater resistance to over-mixing.

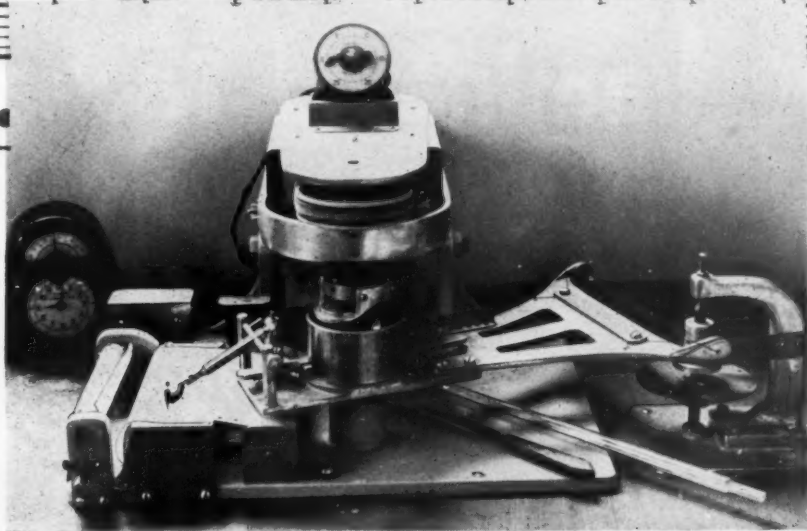
The curve shown just above the mixograph on this page is an example of a wheat with good mixing tolerance and one that will yield good baking flour. Wheats like these are the kind that go into Walnut Creek bakery flours.

In our wheat selection program we make constant use of the mixograph as one of the important guides to the selection of top quality wheats. This and other laboratory tests make it easy to plan and control the baking performance of Walnut Creek flours to meet the exact requirements of our customers.

That's why you are sure to get *good baking* from Imperial, Velvet and other Walnut Creek brands.

HERE'S A MIXOGRAPH FROM
THE WALNUT CREEK LABORATORY

ABOVE:
A CURVE AS IT APPEARS ON
THE MIXOGRAPH RECORD SHEET



*Flours of
Top Quality*

●
**IMPERIAL
VELVET
SNOBUDDY**

WALNUT CREEK MILLING COMPANY

GREAT BEND, KANSAS

Quality Millers for More Than 70 Years

• THURMAN H. SHERWOOD, Vice President & Gen. Mgr.

Dorothy Glenn

(Continued from page 31)

be more nearly in the line of normal vision, the window would have been excellent.

We were intrigued with a cake and a torte. As we entered the shop we saw rack after rack of bread and one single rack of sweet rolls. One showcase displayed trays of cookies but not one cake, torte or other specialty item except those in the window. The salesgirl dashed to the back

room to bring out the items we wanted.

As long as storage space in the salesroom was limited, it is unfortunate that this baker did not see fit to divide such space between all items he had to sell. It might mean frequent replenishing of the racks, but, oh, how much better than discouraging the shopper as soon as she enters the shop.

Mr. and Mrs. Homemaker like to see just what they are buying. As soon as the salesgirl must go into the back room for an item, they immediately become a bit skeptical. You know in your own shop, that between two or

three identical cakes, shoppers will often make quite an issue about wanting a particular one. That is the buyer's privilege. The more we cater to that characteristic, the better selling job we are doing.

Limited Display Space

Then, we visited another small bakeshop. Here too was a problem of limited display space. The window was ideally constructed for good displays. Several cakes were on glass pedestals. On the floor of the window were black baking trays stacked high with sweet rolls, cookies and other small items. Not only were the trays

themselves mighty unappetizing, but these goods had been almost tossed on so that sweet rolls were bent and crushed.

The bakeshop was clean, but again limited space had encouraged unnecessarily careless stacking and crowding. Frosted cakes were placed so closely together as to share their frosting with each other.

There was a tension in the air. Shoppers seemed to be hurrying: buy and go. This seeming hodge-podge of baked goods was having a material effect on the total amount of each shopper's sales check. There was no lingering to look, be tempted and buy. Mr. and Mrs. Homemaker bought exactly what they came in for and went elsewhere to be tempted.

If limited space is a major problem in the bakeshop, then surely there is a happy medium. Mrs. Homemaker is so easily influenced by appearances. Make those displays attractive and tempting, but let shoppers have the choice of selection.

Combatting High Temperatures

Another bakeshop we saw had fine displays. The goods looked wonderful, and the aroma was delightful. We all know that a bakeshop is hot, but in this case the salesroom was just as hot. Everyone was steaming hot on this fairly cool day. The customers were uneasy, for the simple reason that the sales force was uncomfortable and as a result tended to be a bit curt. They were trying hard, but the conditions were almost too much. It would have cost so little to install a floor fan, and perhaps a bit of insulation between the baking room and the sales room. Again, customers were buying just what they needed without lingering to look.

Then, there were bakeshops doing excellent business. Small or large, all of them had spent thought on their displays. Every item had its share of the limelight. Shoppers began looking the minute they entered the store. It was hard for Mr. and Mrs. Homemaker to walk out with just a loaf of bread. Their mouths were watering for the Chocolate Layer Cake, the Fresh Peach Slices, Danish Star Coffee Cake, Butter-scotch Cookies.

One small but successful baker always had bite-size samples of one of his specialty items available to shoppers. Those are the items that he sold in volume which meant good profit to him.

It takes good displays to profit by the habit of impulse buying. The super markets have grown in leaps and bounds because they plan to utilize this tendency of Mr. and Mrs. Shopper. Every bakeshop can increase volume and profit if it will review the merchandising principles being used so well by successful stores.

FUCHS BAKING CO. RESUMES BAKERY PARTIES

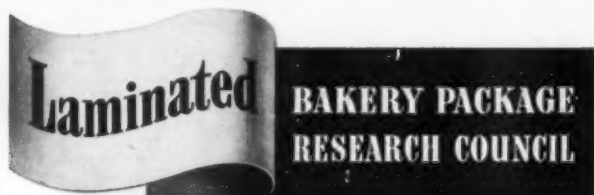
The bakery parties for which the Fuchs Baking Co., South Miami, has been famous for many years have been resumed. Instead of being held weekly they will be held at less frequent intervals. Invitations are issued to employees of various industrial firms, utility companies, department stores, etc. The guests are shown through the plant, then served a fish fry which is followed by a floor show. There is no cost of any kind to the guests. The company feels that this is their best advertising media. Anywhere from a few hundred to 2,000 people are entertained on a single night.



HERE ARE 3 GOOD REASONS WHY BROWN'N SERVE PRODUCTS SELL BETTER IN LAMINATED PACKAGES

1. Unlike ordinary packages, laminated packages have a sturdy, rigid, 3-ply construction that protects the contents against rough handling and crushing, in stacking and in transit.
2. Laminated packages are attractive in appearance, and their rigid construction helps to keep the products they contain invitingly attractive, too.
3. Laminated packages are moistureproof and greaseproof. They prevent the transfer of moisture or shortening from the product to the package.

Brown'n Serve products need more protection than fully baked goods. But the laminated package is an effective selling aid for any variety baked product... the attractive appearance stimulates the original sale... the protection of product quality brings the repeat sale.



111 WEST WASHINGTON STREET • CHICAGO 3, ILLINOIS

What *Enrichment* means *to the U.S.A.*

Enriched Bread Means Enriched Living

For the **BAKER** and for the **FAMILIES**
who are his **CUSTOMERS**

"**M**ORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, *before* enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.



Merck Enrichment Wafers



WITH Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting)—**SPEEDY DISINTEGRATION** (to fit your production schedule)—and **UNIFORM ENRICHMENT** (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.



MERCK & CO., INC., Manufacturing Chemists
RAHWAY, N. J.

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.
In Canada: **MERCK & CO. Limited** • Montreal
Toronto • Valleyfield

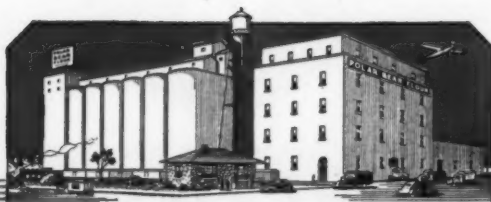
Merck Enrichment Wafers



FLOUR IS KING

No flour will have a quality superior to the purpose of the miller who makes it. For more than fifty years the millers of POLAR BEAR have been dedicated to the production of only the finest flour. That's why this well-known brand has so many long-time friends.

Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

Over 500 Allieds Contribute to Memorial Fund

NEW YORK—J. U. Lemmon, Jr., Doughnut Corporation of America, New York, general chairman of the Allied Trades of the Baking Industry's 30th anniversary memorial fund, has announced that more than 500 allied tradesmen were responsible for the \$3,100 check that was recently presented to the American Institute of Baking by John P. Garrow, Chapman & Smith Co., Chicago, ATBI president.

Mr. Lemmon pointed out that this unusually large number of individual contributions came from almost every state and is "characteristic of the nationwide, individual participation of ATBI members in all of their organization's activities."

Regional co-chairmen, who were responsible for meeting their respective quotas, included the following:

Eastern co-chairmen—J. Miles Decker, James M. Decker Co., Baltimore; Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia; Seth Wood, the E. M. Noel Co., Boston, Mass.

Midwest co-chairmen—J. P. Garrow, Chapman & Smith Co., Chicago; Ralph S. Herman, General Mills Inc., Minneapolis; William Stoneman, Jr., the Panipus Co., Kansas City, Mo.

Southern co-chairmen—H. J. Slo-cum, Standard Brands, Inc., Birmingham; Lester Dowe, Lester Dowe Bakery Machinery Co., Atlanta, Ga.

Pacific Coast co-chairmen—Walter J. Malberg, Standard Brands, Inc., San Francisco; Leon Gazarian, Rosenberg Bros. & Co., San Francisco.

As previously reported, purpose of the fund was to furnish the president's and board of governors' room in the new quarters of the American Institute of Baking, where an engraved memorial plaque will carry the following message: "This room presented to the American Institute of Baking, July 20, 1950, by the Allied Trades of the Baking Indus-

try, as a memorial tribute to its founders, and to commemorate its 30th Anniversary. 1920-1950."

—BREAD IS THE STAFF OF LIFE—

BAKERY CHAIN EXPANDS

LOS ANGELES—An immediate \$1 million expansion and modernization program has been started by the Pig 'n' Whistle, restaurant and retail bakery chain. The largest single expenditure will be the construction of a \$250,000 twin drive-in in North Hollywood, in the heart of the aircraft industry. The main Los Angeles unit will be modernized at an expense of \$200,000. Other major improvements will be the rebuilding of

two units. Stanley Kormondy, general manager, has announced that the program is scheduled for completion by Jan. 1.

—BREAD IS THE STAFF OF LIFE—

EXECUTIVE BOARD OF BAKERS' UNION TO MEET

CHICAGO—The Bakery and Confectionery Workers International Union has announced that the 50th session of its general executive board will convene in Chicago Sept. 11 at international headquarters.

The general executive board of the union is the supreme governing body between the organization's conven-

tions which are held regularly every five years. The board itself meets twice yearly.

Additional importance has been given to this session owing to the possibility of governmental controls being instituted, the union announcement said. Also high on the board's agenda will be the examination of the preparations made by the Continental Baking division of the union for the pending National Labor Relations Board hearings involving the division and the Continental Baking Co. in regard to the union's campaign to negotiate a single nationwide contract with the baking chain.

The Bakeshop FORMULA BOOK

Cakes and Pastries

By

A. J. VANDER VOORT

Technical Editor of

THE AMERICAN BAKER

- Formulas for a large variety and high quality of cakes and pastries.
- Serves as a valuable tool with which bakers can increase sales.
- A handy source of up-to-date and practical formulas.
- Compiled by A. J. Vander Voort, technical editor of The American Baker and head of Dunwoody Baking School.
- Single copy price of THE BAKESHOP FORMULA BOOK is \$1.

The Bakeshop Trouble Shooter, another service publication of The American Baker, lists causes and remedies for problems that arise in bakeshop production.



THE AMERICAN BAKER

118 South Sixth St., Minneapolis 2, Minn.

THE AMERICAN BAKER
118 SOUTH SIXTH STREET
MINNEAPOLIS 2, MINN.

☐ Please bill me
☐ Payment is enclosed

Gentlemen: Please send copies of
The Bakeshop Formula Book, at \$1.00 each.

NAME

FIRM

ADDRESS

CITY STATE

9-50



CHERRY PROMOTION—Joyce English, 1950 National Cherry Festival Queen, receives a king-size 323-lb. cherry pie from F. W. Birkenhauer, president of the Wagner Baking Corp., in a special ceremony held at the Chicago Fair. Miss English was the guest of the National Red Cherry Institute while in Chicago. The presentation was made in connection with the Institute's current "Cherry Pie Time" campaign. Miss English accepted the smaller pie pictured because the giant pie was three times her weight.



MAIL
COUPON
TODAY

In the . . . Industry Spotlight

. . . by Bill Lingren

Midwestern Wheat in Manhattan

The late M. Lee Marshall, in his capacity as chairman of the American Bakers Assn., delivered several inspiring addresses during this year's spring convention season. He was at his best, perhaps, at the Kansas City convention, where he was revisiting the scenes of the early days of his outstanding industry career. During his talk he passed on an interesting suggestion for thrilling the people of New York. Here it is, as he told it:



Bill Lingren

"Do you know what I do once in a while to try to get a taste of the old home? Well, I'll tell you. I put on my hat and go down to Rockefeller Plaza, and there I watch a miracle take place. Trucks from some place called Syosset Nurseries drive up loaded with flowers in full bloom. A group of characters who look like professors carefully lift these precious blooms out of the trucks and meticulously set them into a bed of fresh dirt that's been brought in from God's country. After a few hours of work, these gentlemen complete an array of floral elegance that is so confounded pretty that it doesn't look real. Then when they finish, they carefully take their gloves off, shake the dirt out of their trouser cuffs and return to Syosset, wherever that is.

"And there I am, a Missouri farmer boy at heart, trying to pretend that I'm getting a great kick out of it. And I do love flowers.

"Personally, if I were one of the Rockefellers and really wanted to thrill the people for a change, I think I would use a vacant lot in the

center of the town and plant wheat. "Just plain everyday Midwestern wheat. And let it grow.

"Such a startling innovation might provide some really first-class inspiration for New York's population. We found that out a few years ago at the World's Fair, where we laid out a wheat field. It was surrounded by Billy Rose and fan dancers, but it held its own in spite of that.

"One of the things a good wholesome farm landscape might do on Fifth Avenue is shock people into getting back to some of the fundamentals they've long since forgotten."

M. Lee Marshall was a great man. One of the major reasons for his greatness was that he never forgot the important fundamentals of living and doing business successfully.

Testimonial for Bread

Gloria Swanson, who has currently returned to motion picture glory with her film "Sunset Boulevard," is a walking testimonial for bread, or at least her press agents would have it so. Any description of Gloria always mentions her everlasting energy. Now the publicity people are letting it be known how she does it, as follows: "She carries a supply of special bread in her purse, munches on it when she can. It bolsters her energy and even enables her to miss meals without effect. . . ."

Service Department of the AIB

The work of the service department of the American Institute of Baking was described in a recent issue of the Institute News, monthly AIB publication. The department handles the printing and mailing of bulletins from the sanitation department, the laboratories and the consumer service department, as well as other materials mailed from the institute.

It is interesting to compare the 1948 figures put out by the department with those for 1949. In 1948, 154,621 units of mail of all types were sent out, while in 1949 there were 190,433 units, averaging almost 16,000 pieces a month, an increase of 35,812. In 1949 more than several million printed pieces for all departments were handled, which included four and a million on nutrition education alone.

About two million pieces of material were printed on the Davidson Dual Duplicator in 1949, while the total for 1948 was only 953,285.

Parcel post mailings totaled 25,110 in 1949, an increase of 5,397 over 1948.

In addition, the department maintains facilities for mimeographing, addressographing, graphotyping, for

making photostatic prints, and folding and stuffing of envelopes. These processes are constantly utilized by the various branches of AIB.

The largest individual mailing handled by this department in recent years was the result of an order for AIB's well-known "Wheel of Good Eating." Twenty thousand copies of this colorful poster were sent to the U.S. Public Health Service. This government agency in turn made the "Wheel of Good Eating" available to physicians, nutritionists, dietitians and nurses throughout the country who are concerned with making dietary recommendations for a family or individual.

George Maruschak is supervisor of

the service department, with four assistants. Temporary helpers are added when needed. This staff puts out a lot of work that is of ever-increasing value to the over-all work of the AIB.

Film on Bakery Departments

Harold K. Wilder, executive secretary of the Virginia Bakers Council, Richmond, happily reports that he has secured confirmation that the Bakers of America Program will sponsor a sound slide film on "Your Bakery Department" to be issued by the National Association of Retail Grocers as a part of its "Better Stores Program."

For Harold, who has been so active in working with retail grocers to emphasize the importance of their bakery departments, this is a major step in the right direction. He has long pointed to the need for such a film and early in the days of the bakers' national program urged that such a project be undertaken.

"We have high hopes that this film will be at long last at least a partial answer to the prayer that we have been uttering here in Virginia for some time," he writes, "and that it may make easier the job we have been trying to do in the grocery field with such meagre tools and equipment."



FOODS FOR BREAKFAST—Bakery products are among the favorite American breakfast foods highlighted in an illustrated feature titled, "What Do You Know About Breakfast," which appears in the Sept. 12 issue of Look magazine. The issue went on sale Aug. 29. Another in the series of regular Look food features, the article stresses the importance of an adequate breakfast, regularly, and tells of the harmful effects of skipping and skimping on this most important meal of the day. A reproduction of the full-page illustration which appears in four colors with the article is shown above.

BAKERY WORKERS' UNION SALUTED



The Bakery and Confectionery Workers International Union of America and its officers were saluted in a recent issue of the Electrical Workers Journal, official publication of the International Brotherhood of Electrical Workers. In a 12-page illustrated article, the story of bread and the men who produce it is told. The bakery workers' union is praised for its accomplishments in bringing "high standards of cleanliness and health right up the ladder with them."



Display Box Boosts Sales Empty Cotton Bags

A new stimulus to the market for empty cotton bags sold by bakers is an all-color corrugated box (see illustration) that serves both as display piece and shipping carton for kitchen towels made from bags.

The combination box, introduced recently, is boosting sales of towels in chain and independent food stores, as well as general merchandise, variety, drug and department stores, according to the Textile Bag Manufacturers Assn. Many stores, especially food stores, are stocking the towels for the first time because of the new carton, TBMA reports.

In line with a trend in various kinds of retail stores, the box is designed for self-selling. It has an overall background of light blue, with metallic inks giving it a silver cast. Dark blue and yellow, orange or red are used for printed line drawings, trade names and sales points.

In different parts of the country, towels of the same type are being marketed in the same type of ship-

ping-display box, under various trade names. The promotion is being used by six large companies which buy empty bags from large users and process the bags for re-sale.

All of the towel cartons are made at the Chicago plant of the Stone Container Corp. Cartons were developed through TBMA.

—BREAD IS THE STAFF OF LIFE—

CARL WHITE NAMED

READING, PA.—Bachman Bakeries, Inc., has announced the appointment of Carl White as sales manager in charge of distributor sales.

AIB ALUMNI BOARD GETS STUDENT LOUNGE BIDS

CHICAGO—Bids for furnishing the student lounge in the new building of the American Institute of Baking were submitted to and approved by members of the board of directors of the American Institute of Baking Alumni Assn. at their July 26 meeting. Furnishings under consideration included the alumni insignia to be installed in the floor of the room.

Plans for "Alumni Day," Oct. 14, at the opening of the new building were discussed in detail. William

Walmsley, principal of the AIB baking school, and Charles Faulstich, secretary-treasurer of the alumni association, were appointed to take charge of arrangements for the activities of the day.

Additional projects brought before the board of directors included placement of the pictures of past classes of the school of baking. The board was informed that it will not be possible to hang the pictures on the walls as has been the custom in the building at 1135 Fullerton. Suggestions were made for them to be displayed in book form, and estimated costs for the work were submitted.

3

score and five

Percy Kent has had the experience and should have the "know how" and skill to serve well the flour and feed industry. We invite your inquiries.



PERCY KENT BAG COMPANY, INC.

Always Something New

KANSAS CITY • BUFFALO • NEW YORK

SWANS DOWN

- Bakery Cake Flours
- Donut Mixes

and a complete line of other Central States and West Coast Specialized Soft Wheat Bakery Flours.

IGLEHEART BROTHERS DIVISION
GENERAL FOODS CORPORATION
EVANSTON, ILL. • PORTLAND, OREGON
Millers of Choice soft wheat flours for over 90 years

The Wamego Milling Co.

WAMEGO, KANSAS
Millers of Kansas Hard Wheat Flour
HIGH CLASS BROKERAGE
CONNECTIONS DESIRED

"Golden Loaf"

That's Our Brand—
The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

LITTLE STORIES ABOUT A BIG MAN—Did you ever wonder about that initial in the well known name of M. Lee Marshall, the great bakery executive whose death was recorded in our last issue? The name for which it stands was dropped long ago when he was an office boy, and few people since then have had any idea of what it was. In fact, even the initial frequently was dropped in later years.

It was his boss in a Kansas City investment house who advised changing the given name. "The day I came to work"—this is the story Mr. Marshall told an interviewer a few years ago—"he asked me about it. It was Maple Lee Marshall, I told him. He asked why I had been given the name 'Maple,' and I told him a Baptist preacher, the Rev. John Maple, had officiated at the marriage of my parents and I was named for him. But the boss said Maple sounded too much like 'Mabel,' and he asked if the boys ever called me that. I admitted that they had. Lee seemed a better name to the boss, and that's what I became."

From stories recalling young Marshall's boyhood in Kansas City, however, it would be difficult to imagine that any neighborhood kid ever called him "Mabel" and got away with it. He played baseball with the best of them on a vacant lot and, being a sturdy youngster from a small town, he swung a crashing bat when the pitch was right. And sometimes, it is recalled, he swung pretty well with his fists when he had to prove that a schoolyard bully was wrong.

In the summer of 1898, before he had a steady job, he spent almost every afternoon when the Blues were in town at old Exposition Park where they were battling for a pennant under the leadership of Jimmy Manning and the superior pitching of Dale Gear.

"I was bat boy for the Blues," Mr. Marshall recalled. "I knew Manning, Dale Gear, old King Elmer Smith, the homerun champion, old Jake Beckley and a lot of other players whose names made baseball history such as Johnny Kling, 'Casey' Stengel, Dusty Rhodes and even the renowned Tinker, the record-making shortstop whose double plays—Tinker-to-Evers-to-Chance—afterward became famous."

In addition to working as bat boy, Lee got a job making sandwiches in a refreshment stand back of the right-field bleachers. Before the games he went through the stands to sell sandwiches and beer to the fans.

"I made \$3 or \$4 a week at that job," he remembered. Then he added: "That was real riches—especially when I was so in love with baseball and the privilege of being around the ball park I would gladly have paid anybody for allowing me to work there."

"Before the Blues hit their stride that year they had been having a

losing streak. One afternoon, the regular bat boy didn't show up, so I was called upon to take his place. Every player on Manning's team was a hero in my eyes. My pride in them must have bolstered their spirits. Anyway, the first day I carried the bats, the Blues won. The next day I came out, they repeated."

If there is a superstition among ball players—and few deny that—they looked upon Lee as their mascot. He had changed their luck and the losing streak ended. The team kept on winning and that fixed Marshall as premier bat boy. Warming up pitchers occasionally allowed him to pitch to batters at practice.

"My love of baseball," Lee concluded, "almost sidetracked my career as a flour salesman before it started."

Lee's boss advised him to study stenography, and explained that such study provided a success ladder up which many young men were climbing. So young Marshall went to business school and learned shorthand in 90 days. A year or two later he went to Swift & Co. as a stenographer. But the salary was only \$15 a week and he kept the job only long enough to gain promotion as a salesman for the packing company.

He was given a southern Missouri sales territory, with headquarters in Joplin, where his sales of meat, poultry and produce usually exceeded the quota. But one month he did not quite make his quota. There was criticism from a hard-boiled sales manager, so Lee resigned, and it was not long afterward that he entered the flour business.

"One day in 1907," Mr. Marshall recalled, "Peter Krosker of Cheney, Kansas, down Wichita way, who

owned a flour mill, came to see me and said he would open an office in Kansas City if I would sell his flour. Times were pretty hard in 1907, but I had a good friend in A. Sutorious, who ran a bakery on East Fifteenth Street in Kansas City. I talked him into buying four carloads of flour at a pretty fair price. The commission on that and subsequent sales—some with B. Howard Smith, baker, who was Bryce B. Smith's father—helped me to establish my own flour brokerage business."

Fortune magazine once said of Marshall: "Although he knows modern baking, he is not primarily a baker. He is primarily a true executive, whose confidence in subordinates lets him take time away from his unhurried office, and a canny trader, whose informed hunches about when to buy flour and where to sell or not to sell bread have more to do with his company's profits than ever could be guessed from a bald balance sheet."

Back in 1933 when wheat prices had been falling off as much as 5¢ a day, and Secretary Wallace and George Peek of the AAA were wondering whether they would have to close the Board of Trade, Marshall felt the price gave an opportunity to replenish flour stocks. Then there came sudden support for the market.

Orders from an undisclosed source brought a purchase of 15 million bushels of wheat, not in futures, but cash wheat in form of flour. That gave the market an upward shove. For a long time grain men accepted the rumor that the purchase was made by the government of China, but after the impending panic was safely averted it became known that the big flour buyer was Lee Marshall

of Continental, who had made the deal in 15 minutes by telephone.

Gordon Smith, Mobile, Ala., has written this tribute to his "dearly beloved friend, Lee Marshall": "As a citizen he was ever ready to respond to the call of duty, and he did his part unselfishly for his fellowman and for his country. We in the baking industry had come to call upon him for help in times of stress, and, with the country again alarmed by the possibility of another great war, Lee was preparing to help us do our part in the emergency and need of our country. All of us in the baking industry who knew him loved him for his sterling qualities, and those not fortunate enough to have had personal contact with him respected him as a man and as a leader. The measure of a man is his deeds, and in these Lee Marshall measures great in the estimation of his fellow bakers."

From Louis J. Dudd, president of the Associated Retail Bakers of America, comes this tribute: "For generations to come his (Mr. Marshall's) life and his work and the fruits they produced for the welfare of all who serve and live within the scope of our industry will stand as an example for the young—a model for the growing and a goal for men charged with the responsibility of leadership."

Safety Codes

(Continued from page 22)

likewise no justification for allowing a baker, or anyone else, to work excessive hours.

As long as a member of organized labor sees one of his friends and fellow-workers fall victim to an industrial accident, he is going to be conscious of the need for more industrial safety. The worker is usually receptive to safety regulations, safety codes and safety education.

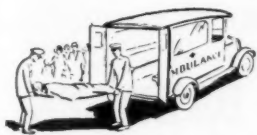
While I cannot speak for labor as a whole, I would say that safety codes are the ultimate refinement in safety measures. Safety codes must have a place in the safety picture because they are certainly important.

Safety codes are important in the



NEW AIB BAKING CLASS—Members of the last baking class to receive training in the Fullerton Avenue headquarters of the American Institute School of Baking met in opening sessions July 31. The 50 students (pictured above), representing 28 states, who make up class No. 58, will move to the new school in the modern million-dollar AIB building in October to receive the final phase of the 20-week course, and to be graduated. Classes

of the school have been held in the present institute building since its founding in 1919, except for a short time during World War II when the school staff conducted an army cooks' and bakers' school at Camp Lee, Va. Class No. 57, which entered April 17 and will be graduated early in September, has elected Robert W. Teague, Standard Brands Inc., Birmingham, class president and Gordon Smith III, Smith's Bakery, Mobile, Ala., secretary-treasurer.



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American Standard Safety Code
for Bakery Equipment?

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same manner that the framing of a house is important. But the framing of a house is not the house. Safety codes are based on tangible things: units, measurements, volumes and other concrete items and ex-activities.

The safety code may require that certain types of machines not be run at speeds exceeding certain safe limits, that the floor loading may not exceed certain pounds per square foot, that the machines must have certain guards in place and that they must not be placed closer together than certain feet and inches.

The Framework of Safety

Those regulations would be the framework of safety but the real house of safety would be built when the human element is considered and perfected. The worker must be made to realize the dangers inherent if he removes those guards, if he runs that machine at excessive speeds, if he crowds in between the machines and, in any other way, violates safe working practices.

Industry has as much to gain as has labor in promoting safety. It costs money to train men, and if industry allows a man to be so injured

that he cannot continue to work, another man must be trained for his job. Almost every employer recognizes this axiom when he exhibits an interest in learning whether a prospective employee plans on being a permanent employee. The mere threat of bodily injury and pain should not, by ethical standards, be held over the head of a working man, camouflaged as a "safety code." The man wants to work, work safely and bring home just as much money as he possibly can. Sometimes, simply because of economic pressure, a working man will work longer hours on hazardous jobs than are safe, if allowed to do so.

The American Federation of Labor, speaking officially, has spoken out for safety and safety codes. The safety of workers was exhaustively treated at the most recent convention of the AFL in St. Paul, Minn., in October, 1949. In the course of that convention, the executive council made a report to the members in which it stated:

"National and international unions can serve the cause of safety for their members by creating a union safety organization from the international through the local unions. Trained union safety representatives would be in a position to cooperate practically with management in the development and maintenance of sound safety organizations in industry. These safety representatives would be in a position to see that the interests of labor are adequately considered in safety programs."

Labor feels that the problems of industrial safety and health are essentially the provinces of the labor departments of the federal and state governments and has wholeheartedly condemned the transfer of state activities in this behalf from the labor departments of the states to the state health departments or to any other divisions of the state authority.

Worker Education Vital

Many of us in labor feel that safety codes are desirable but that they are not the ultimate. Not too much faith must be placed in them. We feel that worker education is vital. We feel that all parties concerned should attempt to make the worker in question safety-conscious as well as wage-conscious or production-conscious. In our own labor union, the Bakery & Confectionery Workers International Union of America, we have a continuing interest in safety. We continually exhort the local officials and the membership to be safety-minded. We go further than that and devote a considerable portion of our monthly journal to the subject of worker safety, utilizing, in the main, poster-type safety messages in two colors on the covers of the journal.

Labor unions have a vital stake in the improvement of working conditions because, in a way, they are mutual accident insurance companies. Most large internationals have sick and death benefit funds, to which

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each member contributes in part each time he pays his monthly dues.

During the 10-year period from Jan. 1, 1940, to Dec. 31, 1949, our international paid out in benefits resulting from injuries (not including sicknesses), the total of 14,138 weeks of benefits. This represents a cash outlay of about \$1,382,046.48. It constituted 38.1% of all benefits paid under our benefit payment system. If we could have decreased the number of claims for injury benefits, a definite economic saving would have resulted, to the benefit of all our members.

In conclusion, I would state again that labor has more to gain than any other group from effective accident prevention programs. Labor, now that it has "arrived" and is generally recognized, will have more energy to devote to the program. Labor will be willing to cooperate with other groups who seek pure accident prevention, without other "axes to grind" with the intent to use those axes on labor.

Labor feels that safety codes, as a whole, can be and are useful, but, like many other things, can be misused and perverted by unprincipled persons. Labor would like to see the problems of safety in labor left in the labor branches of governmental agencies.

Labor feels that there can be found a common meeting ground for labor, management and government; where the honest aims of all are common and where, in pursuing those aims, a better mutual understanding may result. Labor seeks safety; first, last and always.

Bake Shop Safety

(Continued from page 22)

effective in the elimination of hazards that make accidents possible.

We are constantly striving in the various states to get more and better workmen's compensation laws passed—But how much better it is to stay healthy and on the job.

Bakery workers in Minnesota were the pioneers in the fight to bring about the enactment of our present occupational disease amendment to the workmen's compensation law. And, let me pause here to say that, I was proud to note that of all the employers and employers' organizations that appeared in opposition to the passage of this amendment, not one single baker appeared. This indicates to me that the employers of bakery workers, at least in the state of Minnesota, favor workmen's compensation and agree that a disease contracted by a worker in the course of his employment, and which is directly attributable to his employment, should be compensated for, the same as any other industrial accident, such as cuts, fractures, or the like.

Causes of Lay-offs

At the time we sponsored the passage of this piece of legislation we thought that bakers' asthma and dermatitis were the principal causes of lay-offs and loss of time as far as the bakery worker was concerned. Since that time we have done some checking. As you probably know, beneficiary membership in our union entitles members to sick and death benefits, and every sick claim that is paid by our union specifies the nature of the sickness or injury.

For the calendar year 1949, we honored a total of 8,944 sick claims received in our office and although

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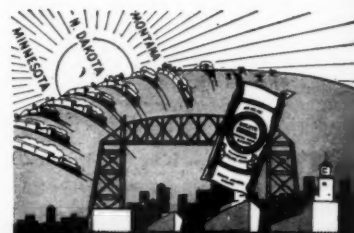
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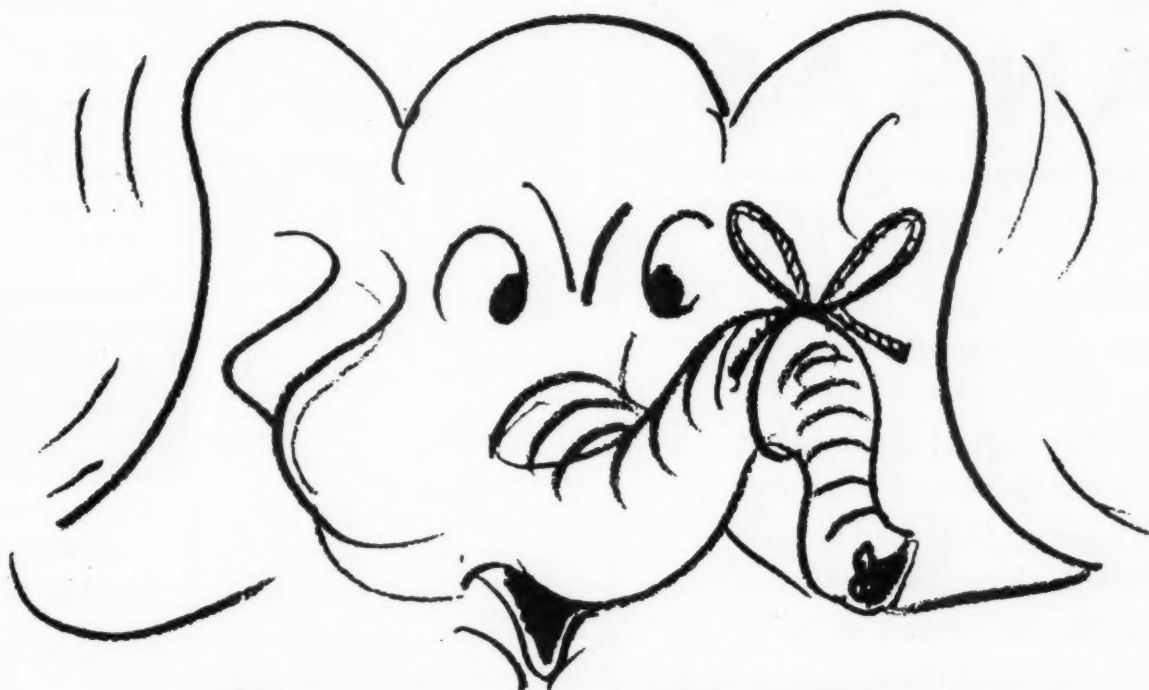
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WHEN YOU use Pillsbury Bakery Mixes, savings result from:

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over three thousand of these claims were for accidents, injuries, and other causes attributable to the employment of the workers, only 75 claims were for time lost because of asthma and 154 were for dermatitis.

By far the majority of the reasons for lost time were accidents in the shop.

Almost 40% of the total number of claims received last year were for on-the-job accidents, such as hernia, burns, fractures, injuries by machines, lacerations, dismemberment, falls, struck by objects, back strain, etc.

Based on these figures, if we could eliminate accidents, we could increase the weekly sick benefits by some 40% without one penny of additional cost to the bakery workers.

The loss of time from work and the resulting loss in efficient production and increased insurance costs to the employer is appalling. However, I think the most important thing to consider is the "home front" reaction to industrial accidents. Think of the children left fatherless. Think of the grief stricken widows. Think of the human suffering... People crippled or disfigured for life.

And for what? Because someone was careless? Because it was too much bother to have a safety committee? Or because someone thought it was too expensive to install proper safeguards.

If we know our jobs and do them according to safety laws and rules and if management appreciates the advantages to be gained in production and economic savings through safety, there should be no accidents, particularly if you see to it that safe working conditions and safe equipment are provided.

I say to you that it's time we put a stop to this toll of suffering and waste. Together the employer and the worker can achieve this goal.

Let's make Safety First more than a slogan.

Remember, it hurts to get hurt.

—BREAD IS THE STAFF OF LIFE—

A.E. ILLES CO. CONSTRUCTS NEW FACTORY IN DALLAS

DALLAS—The A. E. Illes Co., manufacturers of flavors, extracts and pure food colors for creameries and bakeries, is constructing a new factory and office building here.

The building will be finished about Sept. 15 and will have 8,000 sq. ft. floor space. Its location is at 5527 Redfield St.

The building will include 1,000 sq. ft. of office space, a 205 sq. ft. laboratory and a 600-sq. ft. moisture proof room for the manufacture of dry powder flavors.

Other manufacturing operations, storage and shipping departments will fill out the rest of the building. All equipment will be of stainless steel.

—BREAD IS THE STAFF OF LIFE—

LYNCH CORP. ANNOUNCES PROMOTIONS FOR THREE

TOLEDO—Three promotions within the company have just been announced by M. V. Girkins, director of sales of the packaging machine division of Lynch Corp., Toledo. F. G. (Hap) Lanhart has assumed duties as sales engineer for the eastern territory and R. N. Craven as sales engineer for the mid-eastern territory. Paul D. Fromer succeeds Mr. Craven as service manager. All three men will have their headquarters in Toledo.

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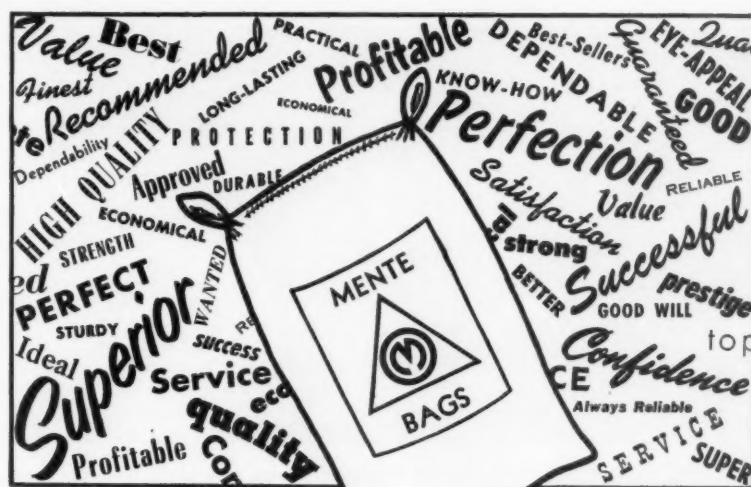
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Louisiana — William C. Bacher, Bacher Bros. Bakery, New Orleans; Carl Goldenberg, Holsum Bakeries, Inc., New Orleans; Bernard Schutten, G. H. Leidenheimer Baking Co., New Orleans; Olin Sheppard, Jr., Calcasieu Baking Co., Lake Charles; Alois J. Binder, Jos. Binder Bakery, New Orleans; Frem Boustany, Huval Baking Co., Lafayette; Andreas Reising, Sunrise Bakery, New Orleans; A. J. Schwabe, Sr., Schwabe's Bakery, New Orleans; Philip Scalfano, National Bakery, Alexandria; Paul Dufrene, Dufrene's Bakery, Golden Meadows; Ted Tillman, Ouachita Baking Co., Monroe; Jimmie Robbins, South Crowley Bakery, Crowley; Joe Gaffney, Wolf's, Inc., Shreveport; Henry Reuther, Hy. Reuther's Bakery, New Orleans; Donald Entringer, Dan. Entringer & Sons Bakeries, Inc., New Orleans; Henry Weiche, Cotton's, Inc., Baton Rouge; Joe Serwatka, Ward Baking Co., New Orleans; J. D. Ogle, American Bakeries Co., New Orleans.

—BREAD IS THE STAFF OF LIFE—

F. W. Pfizenmayer continues as purchasing agent for flour and other bread ingredients with A. W. Helm, assistant purchaser for these products. P. H. Cass is purchasing agent for cake ingredients and J. E. Jargstorff for machinery and equipment.



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*All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848*

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



MILLERS' GIFT TO AIB—Future baking students attending the American Institute of Baking school will have the use of a newly-equipped baking materials laboratory in the new million dollar institute building. A \$12,000 check for the laboratory recently was received by the AIB from the Millers National Federation. Presentation of the check was made by Herman Steen (left, above), federation vice president, to Howard O. Hunter (center), executive vice president of AIB, and William Walmsley, (right), principal of the AIB school. Members of the fund-raising federation committee are: G. Cullen Thomas, General Mills, Inc., Minneapolis, chairman; J. C. Beaven, Standard Milling Co., Chicago; Henry H. Cate, Flour Mills of America, Inc., Kansas City; Fred W. Lake, Colorado Milling and Elevator Co., Denver; R. Ward Magill, Kansas Milling Co., Wichita, Kansas; Charles Ritz, International Milling Co., Minneapolis, and Howard W. Files, Pillsbury Mills, Inc., president of Millers National Federation, ex-officio member. The laboratory will be used for individual experiments conducted by the students to obtain a better understanding of the chemical and physical properties of all the usual baking ingredients. Much of this knowledge is utilized in construction of bakery formulas for bread, cakes and other types of bakery products.

ARBA Research and Merchandising Committee Planned

CHICAGO—A new research and merchandising committee of five operating bakers will soon be named by the Associated Retail Bakers of America. W. M. Jennings, executive secretary of the group has announced. Charles Koch, Koch's Bakery, St. Louis, a past president of ARBA, will be chairman of the committee.

Mr. Jennings also announced that seven men will be appointed to the allied advisory board of ARBA. Among them will be Ralph Herman, General Mills, Inc., Minneapolis; John P. Garrow, Chapman & Smith Co., Chicago, and Don Pierrie, Swift & Co., Chicago. Others will be named later.

John Benkert, Benkert's Bakeries, Long Island City, N.Y., will continue to head up the "task force" group concerned with government regulations designed to meet the emergency situation. He will appoint 12 operating retail bakers to the committee who will be available to go to Washington on short notice at any time. Already named to the group are Louis J. Dudt, Dudt's Bakery, Pittsburgh, ARBA president; Albert E. Wiehn, Wiehn's Bakery, Cleveland; Bernard E. Godde, Godde's Pastry Shops, Battle Creek, Mich.; Arthur Van de Kamp, Van de Kamp's Holland Dutch Bakers, Los Angeles, and George Lauck, Lauck's Bakery, Fresno, Cal.

Mr. Jennings also reported that each state bakers association has been asked to select operating bakers to serve on the ARBA national affairs committee and about 200 have been named to date.

The ARBA is planning an intensive membership campaign to begin in October. Harold Snyder, Bakers Helper, Chicago, has been named general chairman of the drive. Others on the committee will be named soon.

Mr. Jennings reported that the dues of the ARBA have been adjusted and "are now on a more equitable basis."

"The dues are based upon \$10 per business and \$2 for each employee in both sales and production," he said. "In the event the business does not employ enough employees for its annual fee to be \$18 or more, the minimum dues for that membership will be \$18. If the applicant's business employs a sufficient number of employees to make the annual dues calculated on this business more than \$200 the member will be required to pay the maximum fee of \$200."

FRED H. WENDORF NAMED TO NEW PILLSBURY POST

MINNEAPOLIS—In an expansion of the bakery sales activities of Pillsbury Mills, Inc., H. J. Patterson, vice president in charge of bakery products sales, has announced the appointment of Fred H. Wendorf as director



Fred H. Wendorf

of bakery merchandising and sales promotion.

Mr. Patterson also created two new bakery product sales districts, with Dean D. Mock as district manager of the new Dallas district and William M. Ely as district manager of the new Kansas City district. Pillsbury's Southwest district for bakery products sales, of which Mr. Wendorf has been manager since 1946, has been divided into the two new districts.

Mr. Wendorf is a former bakery employee and operator and a graduate of Dunwoody Industrial Institute, Minneapolis. He joined Pillsbury in 1932 as a salesman and also did bakery production service work. He was successively bakery flour salesman, branch manager and division manager at Pittsburgh. He entered the U.S. Navy in 1942 and was a lieutenant commander at the time of release in December, 1945. He rejoined Pillsbury as bakery products sales manager at Richmond, Va.

Mr. Ely, who started with Pillsbury in 1926 as office manager in Kansas City, later was branch manager at Kansas City.

Mr. Mock joined Pillsbury in Chicago in 1936 as a bakery salesman, has been Dallas branch manager since 1946.

DALLAS CLUB MEETS

DALLAS—The Greater Dallas Bakers Club held its mid-summer meeting Aug. 22 with Bill McGraw, former attorney general of Texas, as the featured speaker.

MILLERS AND BAKERS AT MERCK & CO. K.C. DINNER

KANSAS CITY—About 60 executives in the flour, feed and baking industries were guests of Merck & Co. at dinner Aug. 2 in the Muehlebach Hotel here.

Principal speaker was George W. Merck, chairman of the board of the chemical firm and president of the manufacturing chemists' association. Accompanying Mr. Merck was Dr. J. L. K. Snyder, vice president in charge of sales for the company. Both were speakers also before the Kansas City chapter of the Arthritis and Rheumatic Foundation.

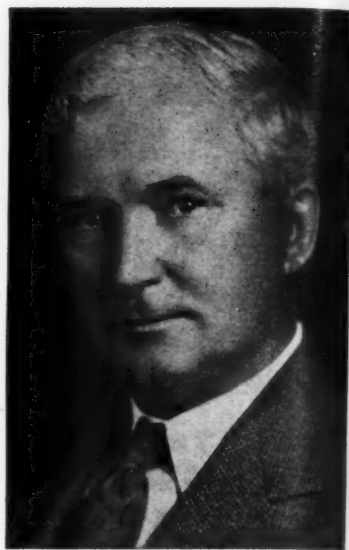
Mr. Merck said that at least 80% of the medicinal chemicals used now in therapeutic products were not known 10 years ago. He told of the wonderful results being achieved with Cortisone and ACTH and said that this discovery had opened up new medical fields. The major problem in producing these drugs now is shortage of raw materials. The manufacturing process requires nine months, Mr. Merck explained.

The chemical executive also commented on some of the new developments in the B₁₂ field. He said that \$1,250,000 had been invested before any B₁₂ actually was produced in the Merck plant.

Mr. Merck also recalled the early developments in bread enrichment, and pointed out how greatly costs had been reduced since thiamine was first produced. The health values of this enrichment program now have been proved by experience and field observations, he pointed out.

ANNUAL MEETING PLANNED BY NEW JERSEY BAKERS

NEWARK, N.J.—The New Jersey Bakers Board of Trade, Inc., will hold its annual meeting and convention Sept. 26 at the Scheutzen Park in Union City.



Robert T. Beatty

Robert T. Beatty, Retired Editor of Baker, Dies

MINNEAPOLIS—Robert T. Beatty, 69, former editor of The American Baker, died here Aug. 3 after a lengthy illness. He also was secretary and a director of the Miller Publishing Co. before his retirement in 1948.

Funeral services were held in Minneapolis Aug. 5 and burial was made in Acacia Park Cemetery.

Following a serious illness and major surgery two years ago, Mr. Beatty had retired to Winter Park, Fla. He was in good health for a time, but a recurrence of the disease this spring led to his death.

Mr. Beatty was a prominent figure in the early growth of the commercial baking industry, and also figured in association work during the beginnings of the commercial feed industry.

Mr. Beatty was long active in the affairs of the Southern Bakers Assn. and the Southern Bakers Allied Assn. He had many friends in the baking industry in the South and particularly enjoyed the annual conventions of the SBA.

A charter member of the national organization of the Allied Trades of the Baking Industry, Mr. Beatty was one of the leaders in the adoption of Miss Evelyn Turner as the "Little Sister of the Allied Trades." Miss Turner, who had lost a leg in an accident, was "adopted" by the group at the 1922 convention of the Southern Bakers Assn. Allied men and bakers alike contributed to a fund to be used for the education of the girl.

He joined the staff of the Miller Publishing Co. in 1901 as private secretary to William C. Edgar, then editor of The Northwestern Miller and head of the Minneapolis business paper publishing firm.

He was proud to recall that one of his early tasks was taking dictation from Theodore Roosevelt, who had plenty of letters to write during his stay in Minneapolis on a political mission. It was on this occasion that Mr. Roosevelt became the first signer in the guest book of the company's Club Room.

Mr. Beatty's work was in both the editorial and advertising departments. In the advertising field he was responsible with William C. Nichols

for a wide area in the Northwest, and in the editorial department he was associated with Frederick J. Clark in covering the news of that area. When Mr. Clark developed the bakery department of The Northwestern Miller, Mr. Beatty understudied him, with the result that ultimately he became the first editor of another Miller Publishing Co. business paper, The American Baker. He held that position until his retirement Feb. 28, 1948.

Mr. Beatty became a member of the board of directors of the Miller Publishing Co. in 1919, and served as secretary from 1924 until the year of his retirement.

He is survived by his widow, Anna, and a daughter, Mrs. Lee F. Pratt, Minneapolis.

—BREAD IS THE STAFF OF LIFE—

DUNWOODY STUDENTS VISIT AMERICAN BAKER OFFICES

MINNEAPOLIS—The students and staff of the Dunwoody Baking School were entertained last month at the home office of the Miller Publishing Co., publisher of The American Baker. The students were divided into two groups for luncheons Aug. 23 and 30.

After a buffet lunch served in the Club room of the building, the students were divided into two groups to tour the rest of the magazine publishing plant. Some of the operations and traditions of the company were explained by C. K. Michener, executive editor, and W. E. Lingren, editor of the baking industry magazine.

—BREAD IS THE STAFF OF LIFE—

AIB BAKING STUDENTS ENTERTAINED BY A-B

CHICAGO—The 58th graduating class of the American Institute of Baking was entertained at a luncheon Aug. 26 by Anheuser-Busch, Inc. Fred Nicolai, Chicago district manager, and W. E. Schumacher, branch manager, were hosts to the 60 guests.

The luncheon was held in the Gray Room of the Hotel Sherman. Howard O. Hunter, executive vice president of the AIB, and William Walmsley, principal of the AIB baking school, were among the guests.

—BREAD IS THE STAFF OF LIFE—

JOSEPH POEHLMANN, 88, PIONEER BAKER, DIES

MILWAUKEE—Joseph Poehlmann, pioneer Milwaukee baker who last February observed his 88th birthday in the company of his family of "bakery shop operators," died Aug. 11 at his home in Milwaukee following a two-week illness.

The son of the late Friedrich Poehlmann who founded the Poehlmann Baking Co. in 1853, Mr. Poehlmann himself headed the Milwaukee firm from 1892 until he retired about nine years ago, at which time his three sons—Fred, Walter and John—took over active management under their father's guidance and counsel.

—BREAD IS THE STAFF OF LIFE—

MINNESOTA ALLIED GROUP TO HEAR ATHLETIC HEAD

MINNEAPOLIS—Isaac ("Ike") Armstrong, new athletic director of the University of Minnesota, will be the featured speaker at the opening fall meeting of the Minnesota Allied Trades of the Baking Industry to be held at the Minneapolis Athletic Club Sept. 22. The annual election of officers for the coming year will also be held at the meeting.



Harry F. Less

HARRY F. LESS, RETIRED EXECUTIVE OF A-B, DIES

ST. LOUIS—Harry F. Less, retired executive of the yeast, malt and corn products division of Anheuser-Busch, Inc., died at his home here Aug. 10. He was 69 years old.

Funeral services were held Aug. 12 at St. Roch's Church in St. Louis. Burial was Aug. 14 in Red Wing, Minn., his former home.

Mr. Less retired from his Anheuser-Busch post in December, 1948, in line with the company's general retirement policy, although he continued in sales promotion work. He was the author of the publication, "Pay Rays," and appeared as a speaker at many baking industry conventions during his career. He also wrote several articles for the industry's trade press.

Prior to joining Anheuser-Busch in 1928, Mr. Less was general sales manager of the George P. Plant Milling Co., St. Louis, a post to which he was appointed on June 1, 1926, after serving for several years as sales manager in charge of the company's central and eastern states sales. Prior to that, he was a sales executive for several other milling companies in the Northwest and the Southwest.

Surviving Mr. Less are his widow, Mrs. Alma W. Nelson Less and a daughter, Mrs. Ray F. O'Neill, Jr.

—BREAD IS THE STAFF OF LIFE—

Virginia Group to See Film on Bakery Departments

RICHMOND, VA.—A new film titled "Your Bakery Department," produced by the National Association of Retail Grocers in cooperation with the Bakers of America Program, will be a feature of the fourth annual fall meeting and conference of the Virginia Bakers Council, according to an announcement by Harold K. Wilder, executive secretary of the group. The meeting will be held Sept. 15-16 at Natural Bridge, Va.

The film will be available for showing on a scheduled basis to grocery groups and bakery sales groups, according to Mr. Wilder.

"It should fill a long-known need and stimulate interest in better handling of baked goods in retail food

stores," Mr. Wilder said in making the announcement.

Also scheduled for presentation on the program is a film titled "By Jupiter," produced by Marshall Field & Co., Chicago, for use in its training program.

Registration for the meeting begins the afternoon of Sept. 15. Speakers on the program include Mrs. Gertrude Austin, American Institute of Baking, Chicago; Philip N. Talbott, U.S. Department of Agriculture, Washington; Harold E. Snyder, Bakers Helper, Chicago, and Peter G. Pirie, Bakers Weekly, New York.

L. E. Duncan, Merchants Bakery, Norfolk, is program chairman for the meeting.

—BREAD IS THE STAFF OF LIFE—

PRODUCTION MEN'S CLUB PLANNED BY TEXAS GROUP

ARLINGTON, TEXAS—Plans for the organization of a Texas bakery production men's club were discussed at the Aug. 16-17 short course for bakers at Arlington State College here. Glen Findley, Tex-O-Kan Flour Mills Co., Dallas, was named to take charge of the arrangements for organization of the club.

Appearing on the program at the short course were Roy Burdett; Paschall Scottino, baking school instructor; Mr. Findley; E. M. Deck, Mrs. Tucker's Foods, Sherman, and Roy Braden, Braden's Bakeries, Dallas, president of the Texas Bakers Assn.

Another short course for bakers is planned at the school next June.

—BREAD IS THE STAFF OF LIFE—

Work Begins on New Headquarters for Lever Brothers

NEW YORK—The contract for construction of Lever House, the new 21-story headquarters of Lever Brothers Co. at 390 Park Ave., has been awarded to the George A. Fuller Co. of New York City, it has been announced at Lever executive offices.

Scheduled for completion in the early fall of 1951, work on the glass and stainless steel structure will begin immediately.

—BREAD IS THE STAFF OF LIFE—

ROBERT SHIPP ELECTED BY ALLIED TRADES GROUP

LOS ANGELES—Robert Shipp, Sugar Products Co., Los Angeles, was elected president of the Allied Trades of the Baking Industry of Southern California at the group's annual meeting held Aug. 16.

Other officers elected included: Gordon Merchant, Merck & Co., first vice president; James Dougherty, Procter & Gamble, second vice president; Phil Seitz, Bakers Weekly, secretary-treasurer.

Charles Burgess, Standard Brands, Inc., retiring president, automatically becomes chairman of the board of directors of the association. Other directors elected were Robert Brainerd, Moorhead & Co.; Arthur Pion, Swift & Co.; Charles Schulz, Schulz & Co., and Ray Ziegler, West Coast Supply Co.

—BREAD IS THE STAFF OF LIFE—

NEAL G. ALLEN JOINS FIRM OF R. W. SELMAN

KANSAS CITY—Neal G. Allen has joined the firm of R. W. Selman & Associates, Kansas City, as vice president in charge of all bakery service activities. R. W. Selman, president of the technical service company announced Mr. Allen's association with the company effective Aug. 15.



Dr. William F. Petersen

DR. WILLIAM F. PETERSEN, OVEN FIRM OFFICIAL, DIES

CHICAGO—Dr. William F. Petersen, nationally known Chicago physician, professor, author and industrialist, died Aug. 20 in St. Luke's Hospital. He suffered a cerebral hemorrhage on Aug. 7 while working in his garden at Lake Geneva, Wis.

Dr. Petersen was board chairman and former president of the Petersen Oven Co., Franklin Park, Ill., which was founded by his father, Edward Petersen.

He was born in Chicago, and attended Francis Parker School and Armour Institute. He graduated from the University of Chicago in 1910 and from the Rush Medical College in 1912. He did graduate work in biochemistry and pathology at Harvard and Columbia universities. From 1913 to 1917 he was instructor and assistant professor of experimental medicine and pathology at Vanderbilt University, and during World War I he served in the army medical corps. He joined the University of Illinois medical faculty in 1919. From 1924 to 1942 he was professor of pathology, and after retiring he became interested in community health, chronic diseases, tuberculosis and alcoholism.

Dr. Petersen was distinguished for research and was one of the first to investigate the effect of weather on people and disease, a field to which he devoted most of the last 20 years.

He was a past president of the Chicago Pathological and Internal Medicine Societies and was a past chairman of the Institute of Medicine of Chicago. He was director of the clinical research at St. Luke's hospital for several years. He published weather research findings in "The Patient and the Weather" (five monographs with M. E. Milliken), "Lincoln-Douglas; the Weather as Destiny," "Hippocratic Wisdom," and "Man-Weather-Sun."

—BREAD IS THE STAFF OF LIFE—

J. ROSS MYERS, SR., HEAD OF BALTIMORE FIRM, DIES

BALTIMORE—J. Ross Myers, Sr., 83, for many years head of J. Ross Myers & Son, one of the most prominent flour and bakery supply distributing companies in the country, died July 27. Mr. Myers had been in poor health for several years, but insisted on being as active as possible up to the time of his death.

New Executive Secretary Named by West Virginia Bakers Assn.

WHITE SULPHUR SPRINGS, W. VA.—Ed Johnson, Charleston, W. Va., was appointed executive secretary of the West Virginia Bakers Assn. during the 12th annual convention of the group at the Greenbrier Hotel here Aug. 13-15. He succeeds Paul G. Sayre, who resigned to enter private business with Hamilton's Bakery, Charleston.

All officers of the association were reelected at the meeting which drew about 200 bakers and allied men, many of them out-of-state visitors.

Lloyd Feuchtenberger, Jr., Feuchtenberger Bakeries, Bluefield, will continue to serve as president; Earl W. Heiner, Heiner's Bakery, Huntington, was reelected vice president and Harry G. Fretwell, Cablish Bakery, Charleston, was renamed treasurer.

Mr. Johnson formerly was employed by the Du Pont company at Belle, W. Va. He is an alumnus of West Virginia University, a member of the West Virginia Newspaper Council and president of the Kanawha chapter of the Izaak Walton League. He writes a syndicated column for several newspapers in the state.

The executive committee of the association consists of Guy N. Belcher, Conlon Baking Co., Charleston; Earl Heiner, Heiner's Bakery, Huntington; Paul P. Payne, Purity Baking Co., Beckley; Paul Cole, Cole Baking Co., Bluefield, and Albert Spelsberg, Jr., Sanitary Baking Co., Clarksburg.

Mr. Johnson said the office of the association will be moved from Parkersburg to Charleston.

While golf on the Greenbrier courses proved to be the major attraction for guests, others played tennis, swam, pitched horseshoes or just rested.

Prize winners in various categories of the golf tournament were: Harry Fretwell and C. P. Sanderson; Rives Jones and Tom Smith; Earl Heiner and Earl Nelson; Willie Jones and Gene Heberling; Herb Laub and H. Woeckner; Bill Olney; Albert Spelsberg, Jr., and A. L. Alderman; Bud Stayton and Willis Reed; Paul Payne and W. B. Brown; Chris Smallridge and Ed Hemple; Clarence Doran and Howard Haman, and Bill Alston and Bob Waldeck.

Special course events winners included Charles Spelsberg and Ben Peoples, Ken Cole and Joe Gish, G. W. Arnold, Bernie Wentis, Jim Mancini and Paul Sayre.

Ladies' entertainment at the meeting was planned by Mrs. Earl Heiner, Mrs. L. D. Feuchtenberger, Jr., and Mrs. Willis Reed. In the ladies bridge tournament, Mrs. Ed Johnson won first prize, while Mrs. E. J. Smayda and Mrs. Ray DePaulo won succeeding prizes.

Mr. Feuchtenberger said next year's convention date will be announced soon, with the last week-end in July set as a tentative date.

INDIANA BAKERS' GROUP SETS GOLF PARTY DATE

INDIANAPOLIS—The annual outing and golf party of the Indiana Bakers Assn. will be held at the South Shore Inn, Lake Wawasee, Syracuse, Ind., Sept. 12-13, according to a recent announcement by Charles P. Ehlers, secretary-manager of the group.

A full program is being planned in addition to golf, and a business session is scheduled for the evening of Sept. 12.

Bread Standards

(Continued from page 13)

mals of substances in each of the three classes described indicated that when used in the diet of these animals in amounts several times greater than might be expected in the human diet they had no noticeable effect on the animals. However, when the amounts in the animal diet were increased to 10% or more of the dry matter there was some evidence of adverse effects.

"The mechanism by which the lower animal body and the human body eliminate these products has been the subject of study in both experimental animals and in human subjects. This scientific work indicates that polyoxyethylene monostearate is largely split into stearic acid and a glycol and that the fatty acid portion is utilized for food. The glycol portion, according to some experimenters, is largely absorbed and later eliminated unchanged in the urine. Other experimenters, however, were never able to trace the fate of all the glycol portion, indicating the possibility of its oxidation in the body or the possibility of its conversion into unrecognized

substances. In general, experimental feeding to test animals indicated that only small portions, if any, of compounds of Span and Tween type were utilized for food. These substances appear to be excreted, for the most part, in the feces.

"Experiments with polyoxyethylene monostearate and one of the Tweens were made by giving these substances to human subjects, most of whom were in a hospital following operations on the stomach. In the amounts given there was no indication of injury to these patients, and some indication of increased fat absorption. One of these substances of the Tween class has been used to a limited extent by physicians, with no apparent injury, in attempting to promote the absorption of fat in patients suffering from faulty fat absorption. Experimental feeding of a solution containing Spans and Tweens to a group of college students showed no apparent injury, but control over the subjects was such that not much reliance can be placed on the results reported.

"Reports were made of the examination of the urine of persons and of animals to detect the possible appearance of oxalic acid when compounds containing the polyoxyethylene group were fed to them. None of these experiments showed an increase in oxalic acid in the urine which could be ascribed definitely to the ingestion of the polyoxyethylene compounds. However, in some test animals fed large quantities of polyoxyethylene monostearate urinary calculi of undetermined composition were found.

"There was testimony indicating the possibility that surface-active agents containing the polyoxyethylene group may influence the absorption in the human digestive tract of substances contained in fats, such as cholesterol, and possibly other ingredients. This possibility, however, ap-

pears to be largely conjectural. . . .

"Although the use of surface-active agents in bread may enable consumers to keep such bread longer before it becomes unpalatable, it is doubtful that any substantial number of consumers have benefited by the use in bread of the substance described. . . . Deception of some consumers as to the age of bread purchased has resulted from the use in it of polyoxyethylene monostearate. A slight lowering is indicated in the nutritive value of the bread in which compounds containing the polyoxyethylene group are used. The consequences of the use of chemicals having any significant potentiality for harm in any food consumed as extensively and continuously as bread are of great importance to public health. Although there has been no definite evidence of injury from the use of Spans, Teens, or polyoxyethylene monostearate in amounts in which they are likely to occur in the diet from their use in bread, the investigational work does not definitely establish their safety, and the record does not permit a conclusion that bread containing them is safe for continuous use over the human life span. Apart from their possible toxicity, the record as a whole will not support a finding that it would promote honesty and fair dealing in the interest of consumers to recognize sorbitan esters of fatty acids, polyoxyethylene sorbitan esters of fatty acids, and polyoxyethylene esters of fatty acids as optional ingredients in bread, rolls, and buns. . . ."

On the use of mono- and diglycerides of fat-forming acids, the FDA ruled that they could be used only as ingredients in shortening and limited their use to not more than 25% of the shortening used. The use of mono- and diglycerides of acetylated tartaric acid is prohibited.

No Shortening Limits

Another controversial subject which came up during the hearing was the amount of shortening used in bread dough. Farm state senators went so far as to introduce legislation which would require bakers to use natural fats in the amount of not less than 4% by weight of their products. The FDA, however, did not set maximum or minimum limits on the quantity of shortening in its proposed standards.

"The quantity of shortening used in bread dough varies widely," the FDA said in its findings of fact. "Some breads contain no shortening. The evidence affords no basis for concluding that the fixing of any maximum or minimum limits for shortening would serve consumer interest. The usual quantities of shortening are between 2 and 6 parts by weight for each 100 parts by weight of flour used, and seldom exceed 12 parts except in cases of 'sweet goods' and 'specialty goods,' products so distinctly different from bread and rolls as to be unlikely to be confused with bread or rolls by consumers. Such products usually contain from 12 to 30 parts of shortening. . . ."

Labeling Rulings

Several proposals were made during the hearing to require label declarations of certain optional ingredients used in bread. The FDA denied such requests, however, in issuing its proposed standards. The only optional ingredients requiring label declarations are spices and those used to retard spoilage.

Other rulings of the FDA in the proposed standards include the following:

Lecithin is permitted as an ingredient of shortening, but is not allowed

as an ingredient of the dough by itself.

Soy flour is permitted as an optional ingredient in white bread, but its use is restricted to not more than 3% of the weight of the flour used. Other ingredients permitted in this amount include corn flour, potato flour, rice flour, wheat starch, cornstarch, milo starch, potato starch, sweet potato starch and dextrinized wheat flour.

Dry cheese whey is given the status of an optional ingredient, but cheese whey treated with sulfuric acid is banned.

Inactive dry yeast of the *Saccharomyces cerevisiae* type is permitted, in the amount of not more than 2 parts for each 100 parts by weight of flour used, to impart a "homemade flavor" to bread and rolls.

Mold inhibitors recognized for use in bread are sodium propionate, calcium propionate, sodium diacetate, lactic acid and monocalcium phosphate.

The proposed standards would permit the use of purified preparations containing enzymes from *Aspergillus oryzae* as a supplement to or replacement for malted flour or diastically active malt sirups in bread dough. "Recently it has been found that enzymes having a somewhat similar action on the starch of flour can be obtained from media in which certain molds, particularly *Aspergillus oryzae* are grown. Purified preparations containing enzymes from *Aspergillus oryzae* are suitable for use in bread making," the proposed standards state.

The proposed standards would establish the maximum and minimum limits for thiamine, riboflavin, niacin and iron used in enriched bread. Enriched flour may be used, in whole or in part, instead of unenriched flour.

In raisin bread, the requirement is that the use of raisins be in the amount of not less than one half of the weight of the flour used.

Whole wheat bread is accepted in the proposed standards as either graham bread and entire wheat bread and provision is made for bread made from combinations of whole wheat flour and white flour and breads containing white flour and cracked and crushed wheat. Names of these breads must conform to the wheat ingredients used. The FDA rejected a proposal of the industry that wheat bread be allowed to be labeled as such when made from mixtures of white flour and whole wheat flour.

Potassium bromate, potassium iodate and calcium peroxide are permitted as optional oxidizing agents. Use of ammonium persulfate and potassium persulfate is not allowed.

—BREAD IS THE STAFF OF LIFE—

AMMONIUM PERSULFATE IN BREAD REJECTED BY FSA

CHICAGO—The use of ammonium persulfate as an optional ingredient in bread and rolls has been rejected by the Federal Security Agency in the recently issued proposed definitions and standards of identity for bread and rolls. If this position is sustained in the final standards, the Millers National Federation has pointed out, it may make it impossible to obtain authority for the use of ammonium persulfate as a maturing agent in flour.

At its meeting in May, the federation decided to defer all action concerning its petition for amending flour standards to permit the use of ammonium persulfate as an optional ingredient in flour until after the bread standards had been announced.

Proposed Definitions and Standards of Identity for Bread

THE definitions and standards of identity for various kinds of breads and rolls or buns reprinted herewith are taken from the Aug. 8 issue of the Federal Register. In this issue, the Food and Drug Administration of the Federal Security Agency listed 79 detailed findings of fact and "concluded that the adoption of the following definitions and standards of identity for various kinds of breads and rolls or buns will promote honesty and fair dealing in the interest of consumers":

§ 17.1 Bread, white bread, and rolls, white rolls, or buns, white buns; identity; label statement of optional ingredients. (a) Each of the foods bread, white bread, rolls, white rolls, buns, white buns is prepared by baking a kneaded yeast-leavened dough, made by moistening flour with water or with one or more of the optional liquid ingredients specified in this section or with any mixture of water and one or more of such ingredients. The term "flour," unqualified, as used in this section, includes flour, bromated flour, and phosphated flour. The potassium bromate in any bromated flour used and the monocalcium phosphate in any phosphated flour used shall be deemed to be optional ingredients in the bread or rolls. Each of such foods is seasoned with salt, and in its preparation one or more of the optional ingredients prescribed by subparagraphs (1) to (14), inclusive, of this paragraph may be used:

(1) Shortening, which may contain lecithin and which may contain not more than 25% by weight of mono- and diglycerides of fat-forming fatty acids.

(2) Milk, concentrated milk, evaporated milk, sweetened condensed milk, dried milk, skim milk, concentrated skim milk, evaporated skim milk, sweetened condensed partly skimmed milk, sweetened condensed skim milk, nonfat dry milk solids, or any combination of two or more of these; except that any such ingredient or combination, together with any butter and cream used, is so limited in quantity or composition as not to meet the requirements for milk or dairy ingredients prescribed for milk bread by § 17.3.

(3) Buttermilk, concentrated buttermilk, dried buttermilk, sweet cream buttermilk, concentrated sweet cream buttermilk, dried sweet cream buttermilk, cheese whey, concentrated cheese whey, dried cheese whey, milk proteins, or any combination of two or more of these.

(4) Liquid eggs, frozen eggs, dried eggs, egg yolks, frozen egg yolks, dried yolks, egg white, frozen egg white, dried egg white, or any combination of two or more of these.

(5) Sugar, invert sugar (in congealed or syrup form), light-colored brown sugar, refiner's syrup, dextrose, honey, corn syrup, glucose syrup, dried corn syrup, dried glucose syrup, nondiastatic malt syrup, nondiastatic dried malt syrup, molasses (except blackstrap molasses), or any combination of two or more of these.

(6) Malt syrup, dried malt syrup, malted barley flour, malted wheat flour, each of which is diastatically active; harmless preparations of enzymes obtained from *Aspergillus oryzae*; or any combination of two or more of these.

(7) Inactive dried yeast of the

genus *Saccharomyces cerevisiae*; but the total quantity thereof is not more than 2 parts for each 100 parts by weight of flour used.

(8) Harmless lactic-acid producing bacteria.

(9) Corn flour (including finely ground corn meal), potato flour, rice flour, wheat starch, cornstarch, milo starch, potato starch, sweet potato starch (any of which may be wholly or in part dextrinized), dextrinized wheat flour, soy flour, or any combination of two or more of these; but the total quantity thereof is not more than 3 parts for each 100 parts by weight of flour used.

(10) Ground dehulled soybeans, which may be heat-treated and from which oil may be removed, but which retain enzymatic activity; but the quantity thereof is not more than 0.5 part for each 100 parts by weight of flour used.

(11) Calcium sulfate, calcium lactate, calcium carbonate, ammonium phosphates, ammonium sulfate, ammonium chloride, monocalcium phosphate, dicalcium phosphate, or any combination of two or more of these; but the total quantity of such ingredients (not including the monocalcium phosphate in any phosphated flour used) is not more than 0.25 part for each 100 parts by weight of flour used.

(12) Potassium bromate, potassium iodate, calcium peroxide, or any combination of two or more of these; but the total quantity thereof (including the potassium bromate in any bromated flour used) is not more than 0.0075 part for each 100 parts by weight of flour used.

(13) (i) Monocalcium phosphate, but the total quantity thereof, including the quantity in any phosphated flour used and any quantity added as permitted by subparagraph (12) of this paragraph, is more than 0.25 part but not more than 0.75 part by weight for each 100 parts by weight of flour used; or

(ii) A vinegar, in a quantity equivalent in acid strength to not more than 1 pint of 100-grain distilled vinegar for each 100 lb. of flour used; or

(iii) Calcium propionate, sodium propionate, or any mixture of these, but the total quantity thereof is not more than 0.32 part for each 100 parts by weight of flour used; or

(iv) Sodium diacetate, but the quantity thereof is not more than 0.4 part for each 100 parts by weight of flour used; or

(v) Lactic acid, in such quantity that the pH of the finished bread is not less than 4.5.

(14) Spice, with which may be included spice oil and spice extract. Each of such foods contains not less than 62% of total solids, as determined by the method prescribed in "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Sixth Edition 1945, page 260, section 20.84 (a), "Total Solids in Entire Loaf of Bread . . . Official," except that if the

baked unit weighs 1 lb. or more one entire unit is used for the determination, and if the baked unit weighs less than 1 lb., such number of entire units as weigh 1 lb. or more is used for the determination.

(b) Bread, white bread is baked in units each of which weighs $\frac{1}{2}$ lb. or more after cooling. Rolls, white rolls, and buns, white buns are baked in units each of which weighs less than $\frac{1}{2}$ lb. after cooling.

(c) (1) When any optional ingredient, except a vinegar, permitted by paragraph (a) (13) of this section is used, the label shall bear the statement "— added to retard spoilage," the blank being filled in with the name by which the ingredient used is designated in such paragraph.

(2) When an optional ingredient permitted by paragraph (a) (14) of this section is used, the label shall bear the statement "spiced" or "spice added" or "with added spice"; but in lieu of the word "spice" in such statements, the common or usual name of the spice may be used.

(3) Wherever the name of the food appears on the label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements specified in this paragraph shall immediately and conspicuously precede or follow such name, without intervening written, printed, or graphic matter.

§ 17.2 Enriched bread and enriched rolls or enriched buns; identity; label statement of optional ingredients. (a) Each of the foods enriched bread, enriched rolls, enriched buns conforms to the definition and standard of identity, and is subject to the requirement for label statement of optional ingredients, prescribed for bread by § 17.1 (a) and (c), except that:

(1) Each such food contains in each pound not less than 1.1 milligrams and not more than 1.8 milligrams of thiamine, not less than 0.7 milligram and not more than 1.6 milligrams of riboflavin, not less than 10.0 milligrams and not more than 15.0 milligrams of niacin or niacinamide, and not less than 8.0 milligrams and not more than 12.5 milligrams of iron (Fe).

(2) Each such food may also contain as an optional ingredient added vitamin D in such quantity that each pound of the finished food contains not less than 150 U.S.P. units and not more than 750 U.S.P. units of vitamin D.

(3) Each such food may also contain as an optional ingredient added harmless calcium salts in such quantity that each pound of the finished food contains not less than 300 milligrams and not more than 800 milligrams of calcium (Ca).

(4) Each such food may also contain as an optional ingredient wheat germ or partly defatted wheat germ; but the total quantity thereof, including any wheat germ or partly defatted wheat germ in any enriched flour used, is not more than 5% of the flour ingredient.

(5) Enriched flour may be used, in whole or in part, instead of flour.

(6) The limitation prescribed by § 17.1 (a) (2) on the quantity and composition of milk and dairy ingredients does not apply.

As used in this section, the term "flour," unqualified, includes bromated flour and phosphated flour; the term "enriched flour" includes enriched bromated flour. The prescribed quantity of any substance referred to in

subparagraphs (1), (2), and (3) of this paragraph may be supplied, or partly supplied, through the use of enriched flour; through the direct addition of such substance under the conditions permitted by § 15.10 of this chapter for supplying such substances in the preparation of enriched flour; through the use of any ingredient containing such substance, which ingredient is required or permitted by § 17.1 (a) within the limits, if any, prescribed by such section, as modified by subparagraph (6) of this paragraph; through the use of wheat germ; or through any two or more of such methods.

(b) Enriched bread is baked in units each of which weigh $\frac{1}{2}$ lb. or more after cooling. Enriched rolls or enriched buns are baked in units each of which weighs less than $\frac{1}{2}$ lb. after cooling.

§ 17.3 Milk bread and milk rolls or milk buns; identity; label statement of optional ingredients. (a) Each of the foods milk bread, milk rolls, milk buns conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for bread and rolls or buns by § 17.1 (a) and (c), except that:

(1) Milk is used as the sole moistening ingredient in preparing the dough; or in lieu of milk one or more of the dairy ingredients prescribed in paragraph (c) of this section is used, with or without water, in a quantity containing not less than 8.2 parts by weight of milk solids for each 100 parts by weight of flour used (including any bromated flour or phosphated flour used).

(2) No ingredient permitted by § 17.1 (a) (3) is used.

(b) Milk bread is baked in units each of which weighs $\frac{1}{2}$ lb. or more after cooling. Milk rolls or milk buns are baked in units each of which weighs less than $\frac{1}{2}$ lb. after cooling.

(c) The dairy ingredients referred to in paragraph (a) (1) of this section are concentrated milk, evaporated milk, sweetened condensed milk, dried milk, and a mixture of butter or cream or both with skim milk, concentrated skim milk, evaporated skim milk, sweetened condensed skim milk, sweetened condensed partly skimmed milk, nonfat dry milk solids, or any two or more of these, in such proportion that the weight of nonfat milk solids in such mixture is not more than 2.3 times and not less than 1.2 times the weight of the milk fat therein.

§ 17.4 Raisin bread and raisin rolls or raisin buns; identity; label statement of optional ingredients. (a) Each of the foods raisin bread, raisin rolls, raisin buns conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for bread and rolls or buns by § 17.1 (a) and (c), except that:

(1) Not less than 50 parts by weight of seeded or seedless raisins are used for each 100 parts by weight of flour used (including any bromated flour or phosphated flour used).

(2) Water extract of raisins may be used, but not to replace raisins.

(3) The baked units may bear icing or frosting.

(4) The limitation prescribed by § 17.1 (a) (2) on the quantity and composition of dairy ingredients does not apply.

(5) In determining its total solids,

**CLIP
AND
SAVE**

instead of following the direction "Grind sample just to pass a 20-mesh sieve" (Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists, Sixth Edition, 1945, page 260, section 20.84 (a), under "Total Solids in Entire Loaf of Bread . . . Official"), comminute the sample by passing it twice through a food chopper.

(b) Raisin bread is baked in units each of which weighs $\frac{1}{2}$ lb. or more after cooling. Raisin rolls or raisin buns are baked in units each of which weighs less than $\frac{1}{2}$ lb. after cooling.

§ 17.5 Whole wheat bread, graham bread, entire wheat bread, and whole wheat rolls, graham rolls, entire wheat rolls, or whole wheat buns, graham buns, entire wheat buns; identity; label statement of optional ingredients. (a) Each of the foods whole wheat bread, graham bread, entire wheat bread, whole wheat rolls, graham rolls, entire wheat rolls, whole wheat buns, graham buns, entire wheat buns conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for bread, rolls, and buns by § 17.1 (a) and (c), except that:

(1) The dough is made with whole wheat flour, and no flour is used therein.

(2) The limitation prescribed by § 17.1 (a) (2) on the quantity and

composition of dairy ingredients does not apply.

(3) The total weight of calcium propionate, sodium propionate, or mixtures of these used is not more than 0.38 part for each 100 parts by weight of the whole wheat flour used. As used in this section, the term "flour," unqualified, includes flour, enriched flour, bromated flour, enriched bromated flour, and phosphated flour; the term "whole wheat flour" includes whole wheat flour and bromated whole wheat flour. The potassium bromate in any bromated whole wheat flour used shall be deemed to be an optional ingredient in the whole wheat bread or whole wheat rolls.

(b) Whole wheat bread, graham bread, or entire wheat bread is baked in units each of which weighs $\frac{1}{2}$ lb. or more after cooling. Whole wheat rolls, graham rolls, entire wheat rolls, whole wheat buns, graham buns, or entire wheat buns are baked in units each of which weighs less than $\frac{1}{2}$ lb. after cooling.

§ 17.6 Breads and rolls or buns made with combinations of flour, whole wheat flour, cracked wheat, and crushed wheat; identity; label statement of optional ingredients. (a) The foods for which definitions and standards of identity are prescribed by the section are the foods each of which conforms to the definition and standards of identity, and is subject

to the requirements for label statement of optional ingredients, prescribed for bread and rolls by § 17.1 (a) and (c), except that:

(1) The bread, roll, or bun is made with a combination of two or more of the following wheat ingredients, in which the weight of each such ingredient used is not less than 20% of the weight of such combination:

(i) Flour (including bromated flour and phosphated flour).

(ii) Whole wheat flour (including bromated whole wheat flour).

(iii) Cracked wheat.

(iv) Crushed wheat.

(2) The limitation prescribed by § 17.1 (a) (2) on the quantity and composition of dairy ingredients does not apply.

(3) The total weight of calcium propionate, sodium propionate, or mixtures of these used is not more than 0.38 part for each 100 parts by weight of such mixture.

(b) The potassium bromate in any bromated flour or bromated whole wheat flour used and the monocalcium phosphate in any phosphate flour used shall be deemed to be optional ingredients in the finished baked products.

(c) If such food is baked in units each of which weighs $\frac{1}{2}$ lb. or more after cooling, the name of such food is "_____ bread"; if in units each of which weighs less than $\frac{1}{2}$ lb. after cooling, "_____ rolls" or "_____

buns," the blank being filled in each instance with the names of the wheat ingredients, in the order of predominance, if any, by weight of such ingredients in the combination used in making the bread, as for example, "white and whole wheat bread." For the purposes of this provision, the name of the wheat ingredient specified in paragraph (a) (1) (i) of this section is "white"; in paragraph (a) (1) (ii) is "whole wheat," "graham," or "entire wheat"; in paragraph (a) (1) (iii) is "cracked wheat"; and in paragraph (a) (1) (iv) is "crushed wheat."

§ 17.7 Unsalted breads and rolls or buns; identity; label statement of optional ingredients. (a) Unsalted breads and unsalted rolls or buns are the foods each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for kinds of bread and rolls or buns by § 17.1, 17.2, 17.3, 17.4, 17.5, and 17.6, except that no salt is used in their preparation.

(b) The name of each kind of unsalted bread and unsalted roll or bun is the word "unsalted," followed by the name of the kind of bread and roll or bun prescribed in the definition and standard of identity therefor.

MOSTLY PERSONAL

Mrs. Louise K. Buell, manager of the Bakers Club of Chicago, recently returned from a 20-day combination business and pleasure trip to Europe. Like the proverbial busman on a holiday, she visited many bakers and spent much of her time with persons connected with the baking industry in the cities she visited. On researching her family ancestry, Mrs. Buell discovered a record dating back to 1806 showing a member of her family as the town's baker in Rothenburg, and one of the leading bakers of that city today is a very close relative.

Visiting baking industry and allied friends in Minneapolis and St. Paul during the week of Aug. 7 were Mr. and Mrs. Joseph Vann, Vann's Pastry Shops, Milwaukee, and their son, Robert, and Al Petry, Crown Baking Co., Crown Point, Ind., and his son, Paul. Occasion for the visit was the enrollment of the two bakers' sons in the Dunwoody Baking School.

Gordon B. Rockafellow, treasurer and secretary of the Purity Bakeries Corp., Chicago, has been elected vice president of the Chicago Control of the Controllers Institute. At the annual meeting of the organization's Baltimore Control, George L. Hewitt, treasurer of the Maryland Biscuit Co., was elected secretary-treasurer. Howard F. Kidd, auditor of the Lockwood Mfg. Co., Cincinnati, has been named a director of the institute's Cincinnati chapter.

Otto R. Emrich, president of Emrich Baking Co., Minneapolis, has been honored in a 24-page illustrated booklet telling the story of the founding and growth of the organization that serves more than 1,000 restau-

rants and cafes in the Twin Cities area. The booklet was prepared under the direction of his son, George Emrich, general manager of the company, in observance of his father's 70th birthday anniversary, July 31, 1950. The Emrich Baking Co. was founded in July, 1919.

A. L. Ingram, bakery products sales district manager for Pillsbury Mills, Inc., New York, left for a company conference in Chicago shortly after he and Mrs. Ingram and their

two daughters returned from a vacation on Cape Cod.

William M. Wolfarth, president of the Cushman Baking Co. of Miami and mayor of Miami, and Mrs. Wolfarth recently enjoyed an extended vacation in the British West Indies.

A power boat owned by J. H. Ghrist, president of the Colonial Baking Co., Des Moines, caught fire recently on Lake Okoboji, near Spirit

Lake, Iowa. The boat was sunk by the lake patrol to extinguish the blaze. Tommie Ghrist, son of the bakery official, was burned as the engine backfired. A second son, Bill, was also on the boat but was uninjured.

Pedro Hernandez of Cuba was a recent visitor in Miami, where he studied modern bakery operations. He is associated with La Palonia de Castilla, a cracker and bread bakery. Mr. Hernandez also planned to visit bakeries in New York, Baltimore and Philadelphia.

Frank J. Wear, district manager for Omar, Inc., at Omaha, headquarters of the company, will become district manager at Columbus, Ohio, Oct. 1. Mr. Wear will replace George W. Tassie, who will retire. Robert H. Hoffman, assistant district manager at Columbus, will become district manager at Omaha.

Lloyd Fay, superintendent of Cobb's Sunlit Bakery, Green Bay, Wis., recently received the award as "Fisherman-of-the-Month" from Outdoorsman magazine. Mr. Fay won the award for catching a 39 lb. 14 oz. lake trout June 19 at Lake of the Woods, Ont. In addition to the honor, he received 18 merchandise prizes.

—BREAD IS THE STAFF OF LIFE—

E. N. WEBER TAKES 1950 MINNESOTA GOLF TROPHY

MINNEAPOLIS — E. N. Weber, Weber Bakery, St. Paul, won the Lanpher Cup and a set of silver by taking first place in the annual golf tournament of the Associated Bakers of Minnesota at the Golden Valley



BAKERS GO FISHING—Pictured above is a group of the Associated Bakers of New York taken during their August fishing jaunt on Great South Bay, Long Island, aboard the yacht "Sea-Goer." Prizes for the first fish and the largest fish went to Samuel R. Strisik and Jack Vogel, respectively. Standing, from left to right, are: William D. Bleier, Fabricon Products of Connecticut, Inc.; John A. Repetti, King Midas Flour Mills; Milton and Abraham Chassen, Atlantic Baking Co., Inc.; Harry Miller, Miller Bakeries Corp.; Emil Fink, Fink Baking Corp.; Louis Field, Field's Baking Corp.; Samuel R. Strisik, S. R. Strisik Co.; Samuel Rubin, Henry S. Levy & Son, Inc., and Joseph Zwecker, Fink Baking Corp. In the front row, left to right, are: Capt. Roger Place; George Rosenthal, Abbott Baking Corp.; Jack Vogel, Public Baking Co., and Sidney Wechsler, Miller Bakeries Corp.

BEARDED BAKERS BOUND FOR BLOOMINGTON

CHICAGO—Members of the Illinois Bakers Assn. are growing beards. And here's why: The group's annual golf outing is scheduled to be held at the Lake Side Country Club in Bloomington, Ill., Sept. 18. The Bloomington Centennial Celebration will be in full swing at that time, a feature of which is a mandatory order that all males will wear beards or pay a dollar for a "shaving license." On top of that, there will be a prize for the "out-of-town" baker or allied salesman who has the longest beard at the golf outing. Mustaches of long standing, it is reported, will not be considered eligible for the prize.

Golf Club here Aug. 8. The Associated Bakers of Minneapolis and St. Paul participated in the tourney, as did the Minnesota Allied Trades of the Baking Industry.

Other prizes were distributed by the allied trades contributors to golfers placing in the meet, and door prizes were also awarded. R. E. Erickson, Dutch Bakery, St. Paul, took second place, and Harvey Hansen, St. Paul Milk Co., third place.

Attendance comparable with last year was recorded, with 137 playing golf and 208 present for the buffet dinner which followed.

Art Rosen, Continental Baking Co., Minneapolis, was named chairman for the 1951 tournament. George Abel, F. W. Ramaley Co., was chairman for this year's event.

LADIES AUXILIARY MEETS

PITTSBURGH — Mrs. Wendell Fleckenstein, Potomac Bakery, Dormont, Pittsburgh, was hostess Aug. 30, to the ladies auxiliary of the Retail Master Bakers of Western Pennsylvania, at her country estate at South Park. A chicken dinner was served picnic style in the gar-

CONVENTION CALENDAR

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

Sept. 26—New Jersey Bakers Board of Trade, Scheutzen Park, Union City.

Oct. 1-3—Kentucky Master Bakers Assn., Inc.; Seelbach Hotel, Louisville, Ky.; sec., M. J. Flickenscher, 919 Monmouth St., Newport, Ky.

Oct. 13-18 — American Bakers Assn.; Hotel Sherman, Chicago; sec., Tom Smith, 20 N. Wacker Dr., Chicago.

Oct. 29-Nov. 2—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

Nov. 1—Connecticut Bakers Assn., Inc.; Hotel Bond, Hartford; sec., Charles Barr, 584 Campbell Ave., West Haven 16.

Nov. 12-14—New England Bakers Assn.; Statler Hotel, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston.

dens. Mrs. Marie Peters, Steinmetz Bakery, Carnegie, served as chairman.

PHILADELPHIA BAKERS PLAN ANNUAL OUTING

PHILADELPHIA—Bakers of New York, central Pennsylvania and Baltimore will join the Philadelphia Bakers Club in one of the best vacation spots of the East for the group's annual outing Sept. 8-10. This year the Monmouth Hotel, Spring Lake, N.J., has been selected where ocean or fresh water bathing, sailing, riding, tennis and golf may be added to the usual social side. The banquet and floor show Sept. 9 will be the highlight of this day which will also include the playoff for the famous Marshall Cup, which has been made a perpetual feature by the Bakers Club, Inc., New York, in honor of the original donor, the late M. Lee Marshall.

PRODUCTION MEN'S CLUB TO HEAR GEORGE N. GRAF

PHILADELPHIA—George N. Graf, merchandising director of the Quality Bakers of America Cooperative, Inc., New York, will be the featured speaker at the Sept. 11 meeting of the Philadelphia Bakery Production Men's Club to be held at the Penn Sheraton Hotel. He will speak on "Coordination of Production to Sales," according to the announcement by Thomas B. Schmidt, Jr., Capital Bakers, Inc., president of the club.

MILWAUKEE RETAILERS TO STUDY RADIO SHOW

MILWAUKEE — The Milwaukee Retail Bakers Assn. will resume its regular schedule of monthly business meetings Sept. 11th at the K. of P. Castle Hall, according to Roman Seitz, Seitz Bakery, president. The initial business meeting will feature a discussion and possible decision on a contemplated association radio program to publicize both the association and individual member shops. Publicity on the association would be directed at dispensing information regarding the industry and its advantages to the young man and woman seeking permanent employment, according to Mr. Seitz.

DEATHS

Lee Gallagher, 40, district sales representative for the Read Machinery Division of the Standard Stoker Co., Inc., York, Pa., died Aug. 29 following a cerebral hemorrhage. Mr. Gallagher covered the area of western Pennsylvania and sections of Ohio, West Virginia and New York. Funeral services were held Sept. 2 in York. He is survived by his widow, a son, a daughter and three grandchildren.

Thomas Davis, president of Felber Biscuit Co., Columbus, Ohio, and a director of the United Biscuit Co., died recently. He was an officer of the Biscuit & Cracker Manufacturers Assn., and was active in the biscuit industry for the past 25 years.

Mrs. Annie S. L. Cobb, Minneapolis, mother of Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., died Aug. 29 at the age of 90. She was the widow of Albert Cobb and had been a Minneapolis resident 64 years.

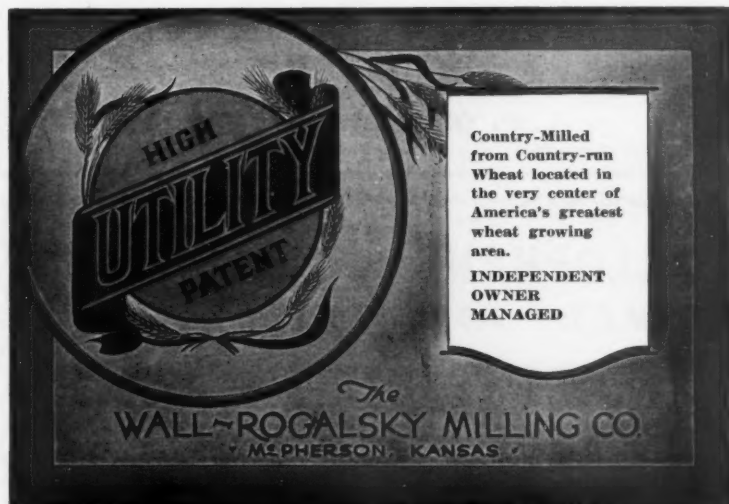
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Speakers Set for October Meeting of Kentucky Bakers

NEWPORT, KY.—Speakers for the 1950 convention of the Kentucky Master Bakers Assn. have been announced by Elmer Neudecker, convention chairman, and M. J. Fickenscher, secretary of the association. The meeting is scheduled to be held Oct. 1-3 at the Seelbach Hotel in Louisville.

Don F. Copell, Wagner Baking

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$6 per inch per insertion. All Want Ads cash with order.

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Corp., Newark, N.J., president of the American Society of Bakery Engineers, is scheduled to address the meeting on "Employee-Management Relations." Phil Grau, Red Star Yeast & Products Co., Milwaukee, will speak on "This is Our America—Let's Keep It So." "Pies—How to Make and Merchandise Them" will be the topic for Orville J. Pickens, Wilson & Co., Chicago.

Two speakers from outside the baking industry have also been scheduled. H. C. Bowles, director of membership relations for the Kentucky Chamber of Commerce, will speak on "Kentucky—the Story of a Rainbow." E. B. Williams, director of industrial relations for the Associated Industries of Kentucky, will talk on "Wage and Hour Laws—How they Affect Your Business."

The president's reception is planned for the evening of Oct. 1 and the banquet and floor show will be staged the evening of Oct. 2. A golf tournament and special tours for the ladies complete the entertainment side of the program.

BAKERS CLUB, INC., HOLDS GOLF TOURNAMENT AUG. 8

NEW YORK—Ideal weather assured a delightful outdoor meeting and golf tournament of the Bakers Club, Inc., at the Ridgewood Country Club Aug. 8, held through the cour-

tesy of Dudley B. Huff, Jr., and John J. Bennett, National Yeast Corp.

Fred Altergott and John J. Barabino of the Petersen Oven Co. were elected to membership during the business meeting over which Charles E. Larsen, Larsen Baking Co., president, presided.

Winners in class A were J. M. Wilde, Jr., Gymwild Glazing Co., and S. Lee Tanner, Pennsylvania flour broker, Class B winners were Dudley B. Huff, Jr., and W. J. Stockman, two metropolitan flour men.

Mr. Larsen was authorized at this meeting to appoint a special committee to prepare a scroll to be presented to the family of the late M. Lee Marshall, "beloved past president and member of the board of directors of the club."

Unanimous approval was also given the resolution that the famous "Lee Marshall Cup," which has been used in competition among bakers' clubs in the U.S. at golf tournaments, be made a perpetual award presented under the auspices of the Bakers Club, Inc., in honor of the original donor, M. Lee Marshall.

APPOINTED BY CLINTON

NEW YORK — Richard S. Light was appointed vice president in charge of production of Clinton Foods, Inc., at a recent meeting of the board of directors, according to an announcement by Charles A. Metcalf, president. Mr. Light is assuming direction of Clinton's entire corn and citrus production facilities throughout the country.

CHAIRMAN NAMED FOR WISCONSIN BAKERS OUTING

MILWAUKEE—Richard F. Anderson, Procter & Gamble, Milwaukee, president of the Wisconsin Flour & Bakers Allied Trades Assn., has been named chairman of the Wisconsin Baker-Allied Summer Outing to be held Sept. 18 at Lakelawn Resort, near Delavan, Wis. Mr. Anderson will head a committee of 18 bakers and allied tradesmen who will be in charge of the first outing of its kind planned by the Wisconsin Bakers Assn.

Ray Pinczkowski, Hein Flour & Supply Co., Milwaukee, and Carl F. Meyer, secretary of the allied trades group and editorial representative of The American Baker, have been named co-chairmen of the allied trades outing committee to handle the allied participation in the outing.

According to Fred Laufenberg, executive secretary of the Wisconsin Bakers Assn., the program will include a golf tournament for which J. Phil Joyce, Colvin Baking Co., Janesville, Wis., and president of the state association, has donated a traveling "President's Trophy," which must be won three times for permanent possession.

The allied trades, through voluntary contributions from firms and individuals, will provide other awards for golf, and numerous other special events on the outing's agenda. The outing will conclude with an evening dinner at which the awards and attendance prizes will be presented.

EUROPEAN FOOD CHEMIST JOINS AIB LABORATORIES

CHICAGO—Dr. Pawlo Turula, noted European food chemist, has joined the laboratory staff of the American Institute of Baking, according to a recent AIB announcement. Dr. Turula, a native of Poland, is of



Dr. Pawlo Turula

Ukrainian lineage. He has distinguished himself in the field of chemistry throughout many leading universities of the continent. After studying at universities in Berlin, Danzig, Zurich and Munich, he became an assistant professor at the latter and continued with his work until he received a doctorate in food chemistry. Later he lectured on food chemistry at the University of Lemberg in the Western Ukraine and at the Ukrainian Technical Husbandry Institute in Munich.

In addition to academic work he has served in the administration offices of UNRRA, has been employed as technical counsellor by private food firms, and operated his own laboratories in Lemberg where he carried on food analyses for numerous companies in that area.

Before coming to this country Dr. Turula conducted research and compiled material on "Changes of Vitamins in Cereals Through Germination" for publication purposes. His wife, Helena Czajkowska Turula, is an analytical chemist and has assisted him in his laboratory investigations.



BAKERS' QUEEN—H. J. Brodbeck, western regional manager at Seattle for the Brolite Co., is shown above with Miss Karlyne Abele, who recently was named Miss Washington State over 53 other contestants. Miss Abele is the daughter of Karl Abele, Seattle, a baker, and is also the granddaughter of a baker. Her entry was sponsored by the Washington State Bakers Golf Assn., and it is believed that her selection marks the first time a contestant has been successful with a bakers' group as sponsors.

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Grocers Baking Co. Buys Hart's Bakery in Paducah, Ky.

LOUISVILLE, KY.—The Grocers Baking Co. here has purchased Hart's Bakery, Paducah, Ky., from L. S. Hartzog.

Addition of this bakery gives Grocers Baking Co., wholesalers, bakeries in nine cities, which include Louis-

ville, where the chain was started; Lexington, Ky.; Bedford, Ind.; Johnson City, Tenn.; Evansville, Ind.; New Albany, Ind.; Bowling Green, Ky., and Owensboro, Ky.

Curtis H. Scott, Louisville, is president of the Grocers Baking Co., which was originally established by the late J. William Miller, formerly a Louisville retail grocer.

The price was not revealed but was said to have been in the neighborhood of a quarter of a million dollars. The Sikeston firm opened this plant at Paducah in April and it contained the very latest in modern

bakery equipment and methods. The present owners of the new plant had planned to build there but gave up the idea when the Hart Bakery went into production. A spokesman for the Sikeston plant said production would be stepped up to meet the sales demand in an enlarged territory.

BREAD IS THE STAFF OF LIFE— RYE BREAD PRODUCTION

CHICAGO—One of the papers given at the annual meeting of the American Society of Bakery Engineers was by Jack W. Tesch, Oswald Jaeger Baking Co., Milwaukee, Wis., on rye bread production. This

paper in the form of a 10-page bulletin, has been sent to the membership. A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Rm. 1354, LaSalle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 9¢ stamped, addressed, long envelope is enclosed.

BREAD IS THE STAFF OF LIFE—

USDA Classifies State and Federal Egg Standards

WASHINGTON—The various state and federal egg grades and standards used in this country are classified in a report issued by the U.S. Department of Agriculture. The report is based on a study made under the Research and Marketing Act.

The standards for eggs now in use vary considerably, the report says. Most states use the terms Grade AA, Grade A, Grade B and Grade C as grades for eggs sold at retail. Other terms sometimes used are "fancy," "hennerly" and "fresh." The terms "stains," "dirties," "checks" and "leakers" also are used, although they describe condition of egg shells and usually do not appear in retail grade designations.

With respect to official grading of eggs or poultry, every state has a cooperative agreement with USDA. Forty states have provided for egg grades in their legislation. The use of grades is voluntary in 17 of the states and required in 23. Six other states have laws regulating the sale of eggs but have not promulgated grades or standards. The other two states have no laws, grades or standards regulating the sale of eggs.

Twenty-five states designate egg grades with the same terminology (AA, A, B and C) that is used in the 1946 USDA standards for eggs. Two other states use the terminology from the USDA standards promulgated in 1925. The remaining states that provide for egg grades use various other grade terminologies.

The report also analyzes the variations in the state regulations with regard to standards for interior quality, provisions for candling, terms designating size and weight classes and labeling of fresh, storage, out-of-state and foreign eggs.

The new report is entitled "Variations in State Standards and Grades for Eggs."

BREAD IS THE STAFF OF LIFE—


DAVIDSON BAKING CO. ADDS TO EUGENE, ORE., BAKERY

EUGENE, ORE.—The Davidson Baking Co. which now holds a lease on the Korn Bakery here, has made plans to erect a new \$250,000 baking plant in Eugene and expects to have it in operation the first of the year. E. D. Davidson of the company said the new plant will manufacture bread and pastries for distribution throughout southwestern Oregon. The plant will be located on a railroad spur at First and Jackson streets in Eugene and will be constructed of reinforced concrete. It will utilize only a portion of the site, the remainder to be held in reserve for possible future expansion.

BREAD IS THE STAFF OF LIFE—

ROCHESTER BAKERS' OUTING

ROCHESTER, N.Y.—The annual golf tournament and dinner of the Rochester Master Bakers Assn. was held at the Lake Shore Country Club recently. John Turner was general chairman. Golf began at 1:30 p.m. and was followed by dinner at 7 p.m.

Let's look  *at the record**

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Preference of Millers & Jobbers

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- 2 Saving because less costly equipment is needed!
- 3 Less breakage—less loss!



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* The famous Brown Derby, symbol of Alfred E. Smith, whose political campaign slogan was, "Let's Look at the Record."

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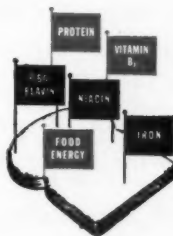
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THORO-BREAD

the perfect flour

DETERMINATION alone will not move mountains, we admit. But we know that the miller who *wants* to make the best flour can come very close to doing it. We have never lagged in faith in our ability to make superior flour, nor have we ever slackened in our determination to do so. That's why THORO-BREAD is such a good flour for the bread baker.



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STERLING, KANSAS

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Wheat Storage 500,000 Bus.

ARNOLD OF STERLING

Long Firm to Aid SBA in Starting Baking School

By OLIVER STEELE

The W. E. Long Co., Chicago, has offered the engineering and planning facilities of the company without charge to the Southern Bakers Assn. to assist that organization in establishing a baking school for the south-

eastern states. The company will assist in making a survey of the equipment and personnel required at an institution to be selected by the SBA.

Earle P. Colby, Ambrosia Cake Bakeries, Jacksonville, Fla., and E. P. Cline, Atlanta, secretary of the association, visited W. E. Long recently to complete arrangements for the cooperation of Mr. Long's firm and the SBA.

"It is the aim of the Southern Bakers Assn. to establish for the first time in the U.S. a school that will give a complete academic course in all branches of bakery management, including production, laboratory,

sales, advertising, personnel and management," Mr. Colby said recently. "It is the intention of the association to make the course so complete that each graduate will receive a degree in bakery engineering upon completion of the full academic course."

Several outstanding southern colleges have asked to be considered when selection of a school is made, Mr. Colby said.

All profits from the Southern Bakers Production Conference and Exposition, to be held in Atlanta Sept. 17-19, will go toward the establishment of the bakers school.

Sanitation Course Begins Sept. 11 in St. Louis

CHICAGO—Two important announcements concerning the American Institute of Baking special courses in bakery sanitation have been made by Dr. Edward L. Holmes, AIB's director of sanitation. Opening date of the 21st course, to be held at the Melbourne Hotel, St. Louis, has been changed from Sept. 10 to Sept. 11.

The 22nd course, originally scheduled for Oct. 1-4 at San Francisco, has been canceled because of the pressing business of moving the AIB headquarters from 1135 Fullerton, where it has operated for the past 30 years, to the new building at 400 E. Ontario on Chicago's near North Side. It is expected that the San Francisco course will be held in the spring, Dr. Holmes said, and an announcement will be made later.

Registrations for the St. Louis course are now being received. Complete information may be secured by addressing the Sanitation Department, American Institute of Baking, 1135 Fullerton Ave., Chicago 14.

These courses, which extend over a period of four days, are primarily designed for both full and part-time plant sanitarians, as well as plant superintendents and managers.

"Lectures will be given by members of the sanitation department and competent outside speakers," Dr. Holmes said. "It is the aim of these courses to give bakers a clear understanding of the various problems of bakery sanitation, and to present to them an adequate and inexpensive program that can be applied in bakery plants to maintain a high level of sanitation."

Talks on governmental requirements in bakery sanitation will include a detailed analysis of the application of the Federal Food, Drug & Cosmetic Act. Effective rodent and insect control will be reviewed with a study of the life habits and behavior of these pests. An illustrated lecture also will be given on the problems of bakery sanitation.

Principles of rodent proofing, structural and equipment harborages, as well as storage practices and production housekeeping, will be analyzed. Various means of controlling infestation using insecticidal substances will be suggested. The course also will explain fumigation procedures, rodent baiting, mold prevention, wet and dry cleaning methods, fundamental facts about bacteria, rodent trapping, and safety measures to be followed in carrying out a complete sanitation program.

NEW SANITATION POSTER ISSUED BY AIB

CHICAGO—The American Institute of Baking has issued a new sanitation poster titled "Cover Up." One of a series dealing with employee relations, the text of the poster is intended to deal with the tendency of production employees to take ingredients out of containers without replacing the cover or otherwise keeping them properly protected. Copies of the poster may be purchased from the Sanitation Department, American Institute of Baking, 1135 Fullerton Ave., Chicago 14.

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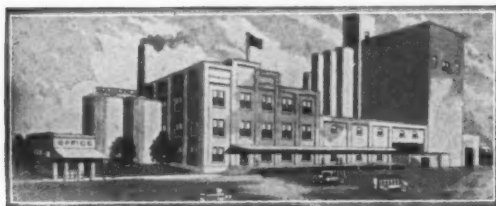
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WELLINGTON, KANSAS



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MOORE-LOWRY FLOURS ARE "Precision Flours"



The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

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G. S. BLODGETT CO. APPOINTS 3 SALES REPRESENTATIVES

BURLINGTON, VT.—The G. S. Blodgett Co., Inc., has announced the appointment of William H. Berg, as sales representative for Ohio, Michigan, western Pennsylvania, West Virginia and Kentucky. Mr. Berg will make his headquarters in Cleveland, Ohio.

Alfred H. Bergman will be sales representative for Missouri, Kansas, Oklahoma, Arkansas, Mississippi, Louisiana and Memphis, Tenn.

Elmer Lind has recently joined the

Blodgett firm as sales representative for Illinois, Indiana, Wisconsin, Iowa, Minnesota and Omaha, Neb.

—BREAD IS THE STAFF OF LIFE—

BUFFALO RETAILERS PICNIC

BUFFALO—The Family Picnic of the Buffalo Retail Bakers Assn. was held Aug. 2 at Huppertz Grove in Winchester, with nearly 150 association members, their wives and children attending. The weather was ideal for an outing. A wide variety of sports events and contests were arranged for men, women and children with the winners receiving prizes. L. H. Miller was general chair-

man of the outing. The next general meeting of the association is tentatively set for Sept. 20 at MacDoel's Restaurant, Buffalo.

—BREAD IS THE STAFF OF LIFE—

DUNWOODY BAKING SCHOOL RESUMES AFTER VACATION

MINNEAPOLIS—Twenty-five new students joined the classes at the Dunwoody Baking School here as the school reopened Aug. 7, after a five weeks' vacation. A. J. Vander Voort, technical editor of The American Baker, is head of the baking school.



Speaking on the dangers of modern food, the speaker pointed a finger at a harassed looking listener and demanded, "What is it that we all eat, at some time or another, that is the worst thing imaginable for us? Do you know, sir?"

Softly came the answer from the little man, "Wedding cake."

A girl who had high hopes of becoming a concert pianist called one day on the pianist-composer Rubinstein to play for him. When she had finished she asked him:

"What do you think I should do now?"

"Get married," said Rubinstein.

"Oh, Henry, you're just awful, and I'm sick of you. You sit there reading your old newspaper, not paying any attention to me. You don't love me any more."

"Nonsense, Isabel. I love you more than ever. I worship the ground you walk on. Your every wish is my command. I thrill at your proximity. Now, for Pete's sake, shut up and let me read the funnies."

Salesman: "I've been trying all week to see you; may I have an appointment?"

Big Businessman: "Make a date with my secretary."

Salesman: "I did, and we had a grand time, but I still want to see you."

While his playboy aspirations burned, the southern representative found that his pockets weren't exactly bulging with money. Something, he decided, would have to be done about that. He'd have to get a raise, that was all there was to it. Three letters to the home office suggesting that they look with more financial favor on their southern representative brought no reply. Finally, in desperation, the salesman sent this telegram: "If no raise is granted within two weeks, count me out."

Back came the answer: "One two three four five six seven eight nine ten."

The man in the barber chair was complaining about his hair falling out. His voice was trembling.

"Won't you give me something to keep it in?" he asked the barber.

"Why, certainly," said the barber in kindly tones, "here, take this empty cigar box."

"Where did you get that fine new hat?"

"I bought it 10 years ago. Seven years ago I had it cleaned. Three years ago I had it dyed black. Year before last I had a new band put around it. Last week I exchanged it in a restaurant."

Phil: "So you're a salesman! What do you sell?"

Bill: "Salt."

Phil: "I'm a salt seller, too. Shake."

Read the "Riot Act" to that kind of salesman!



Stand right up, unroll the parchment and read the "Riot Act" to any salesman who tries to tell you that all non-fat dry milk solids are alike. They're not!

They may look alike, but there the similarity ends. And when you're judging for quality... the difference shows.

Today's high-ratio formulas demand the very best ingredients. You just can't afford to take a chance. That means... Borden's Bakery-Tested Breadlac!

Where the tests start!

Borden testing begins right on the farm. Highest-quality milk from carefully selected herds is rigidly tested for purity and bacteriological count.

Then, once approved, the fat is removed and the milk dried according to a special process pioneered by Borden. After this, to guarantee superior performance in your plant it is...

Bakery-Tested for You!

Breadlac is Bakery-Tested to insure that every loaf of your bread has perfect texture, rich brown color and superior slicing quality. Bread with delicious aroma, wonderful flavor and natural softness.

This Bakery-Test, pioneered by Borden, has made Breadlac a standard of measurement in many leading national bakery research laboratories.

Use 6% Breadlac in your bread and tell your customers about it in your advertising and wrappers. Let it help build sales!

© The Borden Company

Borden's BREADLAC

SPRAY-PROCESS NONFAT DRY MILK SOLIDS



FOR BAKERS



The Borden Company, 350 Madison Avenue, New York 17, N. Y.



Fine, even grain! You can forget "wild breaks" when you use 6% Borden's Bakery-Tested Breadlac!



What flavor! 6% Borden's Bakery-Tested Breadlac makes the kind of bread everybody comes back for!



Creamy crumb color, and such wonderful toast! 6% Borden's Breadlac improves the best bread!



6% Borden's Breadlac not only gives you bread that looks and tastes better but is so superior nutritionally!

Use Borden's Bakery-Tested Breadlac in your bread and cake formulas. Order it through your jobber or by writing to us direct.

FACTS

Give the Baker Facts About YOUR Business
Where He Gets Facts About HIS Business

Baking Industry Doubles Its Dollar Volume!

- ★ Value of bread and other bakery products increased from \$1,065,000,000 to \$2,417,000,000 during the last ten years.
- ★ Biscuit and cracker products value rose from \$201,000,000 to \$540,000,000.
- ★ Total value of products in this basic industry is \$3,000,000,000.

Bakers spent over one and one-half billion dollars for materials, supplies, containers, fuel and contract work during 1947. More than 90 companies had major expenditures for new plants and equipment. There is tremendous purchasing power in this three billion dollar industry.



The American Baker's circulation includes the top 20% of the baking industry which purchases 80% of the equipment, ingredients and supplies. Advertisers capitalize upon a reader interest built by The American Baker's thorough coverage of the baking industry affairs.

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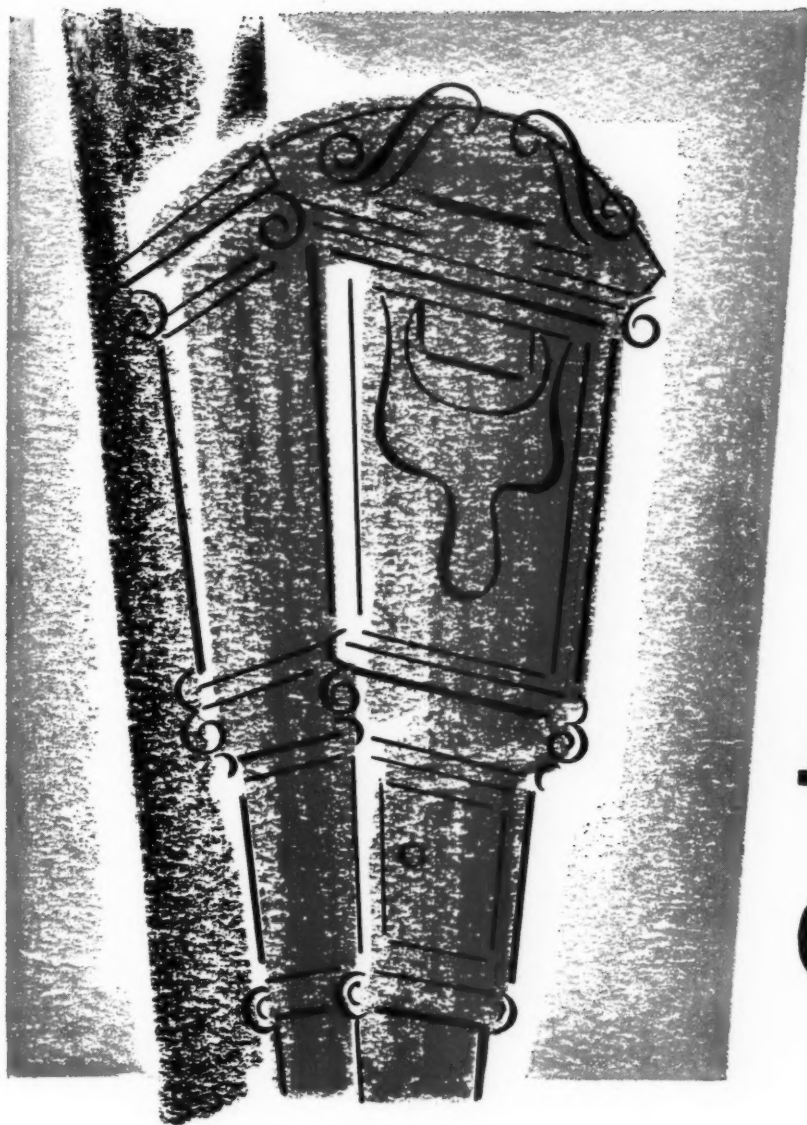
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